

# Automotive Daily News



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## G. M.-Austin Merger Is Confirmed by Sloan

### FARMER SEEN AS BIG CAR BUYER BY RICKENBACKER

Should Spend Close to Billion on Autos in Next 5 Months

Special from A. D. N. Detroit Bureau Detroit, Sept. 1.—After a five weeks' survey covering the western half of the United States, Capt. E. V. Rickenbacker, vice-president of Rickenbacker Motor Company, made the following statement on his return:—

"The American farmer has resumed his former position as the principal buyer of American products. In the Middle West, the South and on the Pacific Coast, he will buy \$750,000,000 worth of automobiles in the last five months of 1925."

Capt. Rickenbacker's conclusions are reached as the result of his personal observations and statistics from chambers of commerce, grain companies, crop reporting experts and important men in lumber, mining, building and various manufacturing industries.

"Liquidated over 50 per cent. of his obligations last year, and the 1925 crop is putting him on the right side of the ledger, with a balance that he can spend for new purchases. This is particularly true in the Middle West and in the South, except in Southern Texas, where a drought has damaged the cotton crop. The Far West is booming; lumber has again come into its own, under the influence of record building activities."

"In Iowa a 500,000,000-bushel corn crop is indicated, and with corn selling at close to \$1 per bushel and hogs holding firm at above \$13 the Iowa farmers are enjoying more prosperity than they have known since the war. And Iowa's situation can be taken as a true picture of the grain producing states generally."

"Moreover, the farmer's net profit is larger; the farmer has gotten down to cases in the matter of running his business economically."

"In spite of the anthracite strike I predict that the United States as a whole the last half of this year will enjoy the greatest period in the history of normal prosperity. For the first time in history, the farmer is in the market to buy industrial products at a fair price and in large volume, while the industrial worker is ready to pay the farmer a fair price for agricultural products. The firmness of the various basic commodities indicates that business leaders sense this condition and are governing themselves accordingly."

"The important thing in tax reductions practically assured at the next session of congress is not so much the money that will be directly released for industry; rather, it is that the government in committing itself to this policy of economy is establishing confidence. Some of the billions now invested in tax-free securities are due for investment in industry. This is the golden flood for which industry has been waiting—the lubricant that the business machine needs."

CAPT. E. V. RICKENBACKER, vice-president of the Rickenbacker Motor Co., of Detroit, who sees in farmer the big fall car buyer.



### Motor Travel Aid To Peace-Jardine

"Communication is the great equalizer," said Secretary of Agriculture William M. Jardine in addressing the United States delegates, appointed by President Coolidge, about to leave for the Pan-American council of highways at Buenos Aires, October 3 to 13. "It destroys animosities, aids understanding, promotes the accord of nations, and contributes to the happiness and prosperity of all who enjoy its unrestricted benefits. In the motor vehicle and improved highway there is promise of substantial betterment of communication and transportation everywhere."

### Last Minute Wire Flashes

#### HELD FOR AUTO THEFTS.

New Orleans, La., Sept. 1.—Marion J. Epley, president of the Auto Securities Corporation, was charged in an affidavit in the United States District Court here today with conspiracy in connection with the theft and sale of automobiles. It is charged that he has been the leader of an organized band of motor car thieves that has operated extensively throughout the South for many months.

#### PROTEST HEADLIGHT LAW.

Austin, Tex., Sept. 1 (U. T. P. S.).—Although confusion still exists in the minds of many automobile owners of Texas as to the provisions of the new automobile headlight law, enacted by the legislature at its recent session, the enforcement of the act was begun today. Complaint is heard of the fees that are required for testing headlights.

#### NEW INDIANA BRIDGE

Indianapolis, Sept 1 (U. T. P. S.).—The Indiana State Highway Commission officials here announced yesterday that word had been received from the War Department at Washington that it has approved the plans for the \$2,500,000 interstate vehicle bridge to be built by Indiana, Illinois and Federal aid over the Wabash River at Vincennes, Ind.

### Reo Swings in Line With Price Cuts Of \$80 to \$150

New York, Sept. 1.—Marking another important step in the series of reductions that have gradually brought motor car prices below pre-war levels, the Reo Motor Car Company has issued a revised schedule effective today, covering both passenger cars and speed wagons. The reductions range from \$80 to \$150.

Among the more popular models in the Reo line, the Series G sedan has been reduced to \$1,565, the Series G coupe now lists at \$1,495, and the smart sport roadster, introduced at the last National Automobile Show, at \$1,665. In the commercial line, the 4-cylinder speed wagon is now \$1,035, and the unit of the same capacity equipped with a 6-cylinder motor is \$1,185.

"Increased production, standardization on one type of passenger car chassis and the one and a quarter ton speed wagon chassis, and the sound financial condition of the company, are responsible for the newly announced reductions," said George Stowe, vice-president of the Reo Motor Car Company of New York, Inc.

### PONY BLIMP TO SOAR AT GOODYEAR PICNIC

Akron, O., Sept. 1.—Preparations are being made to entertain more than 20,000 persons at the annual Goodyear picnic, which will be held at Seiberling Field on Labor Day.

A feature of the picnic will be an exhibition flight of the newly constructed pony blimp, "Pilgrim," with Jack Yelton and Jack Boettner piloting.

The general committee is composed of Fred Colley, chairman; C. E. Miller, George Landefeld, Lou Hurley, Abe Ladue, William Weis, Frank Marshall and Edward S. Connor.

#### FORCED TO RESIGN

Richmond, Va., Sept. 1.—Following a conference this morning the Virginia Corporation Commission entered an order calling for the resignation of L. C. Major, superintendent of motor bus transportation for the commission. Major was charged with having accepted an automobile as a gift from automobile association members of Virginia, North and South Carolina.

Jefferson City, Mo., Sept. 1.—Automobile owners of Missouri who have purchased Kansas state license plates in an attempt to evade tax payments in this state will be the objects of a thorough investigation to be carried on by the Department of Automobile Registration here.

### Consolidation Is Move to Increase Foreign Prestige

NEW YORK, Sept. 1.—Confirmation of the merger involving General Motors Corporation and Austin Motors, Ltd., of England was given here today by Alfred O. Sloan, Jr., president of General Motors.

In confirming the deal today, Mr. Sloan said:—

"The desirability of General Motors entering the motor manufacturing field in England has been under consideration for some time."

"In order to intelligently deal with the subject a group of General Motors officials went abroad in July to study this and other phases of the corporation's export activities."

"As a result, a proposition has been made and accepted by the directors of Austin Motors, Ltd., and will be submitted to their stockholders in due course."

"If favorable action is taken the result will be that General Motors will obtain control of Austin and will be responsible for its operations in the future."

"The Austin company has an extensive manufacturing plant near Birmingham. It manufactures the Austin car, which is well regarded wherever known."

"The assembly operations of General Motors now located at Hendon, near London, will be consolidated with the Austin plant at Birmingham."

"Through such co-ordination and with the addition of the Austin car to the General Motors line, the position of General Motors in Great Britain and in other overseas countries, particularly those under the British sphere of influence, will be materially strengthened."

### Heavy Sales in Dodge Trucks

Detroit, Sept. 1.—Graham Bros., the truck division of Dodge Bros., shipped 10,800 trucks the first half of 1925, equaling the entire 1924 output. Daily production is 40 per cent. higher than in January and is being increased to supply the demand.

Retail deliveries during June and July, generally regarded as low months in the truck industry, have held up to the records established during March and April.

Graham Bros. trucks, equipped with Dodge Bros. engines, were first offered to the public early in 1921.

### A. A. A. OFFICIAL DENIES LEE HIGHWAY ROUTING

Richmond, Va., Sept. 1 (By U. T. P. S.).—Following sweeping protests from Virginia, North Carolina and Georgia, Ernest N. Smith, general manager of the American Automobile Association, Washington, D. C., announces officially that the interviews appearing in a number of Virginia newspapers to the effect that southbound tourists would be routed over the Lee Highway, via Bristol, Va., and Knoxville, Tenn., to the exclusion of other available routes, are erroneous.

### Ford Motor Income Tax \$16,493,160

Detroit, Sept. 1.—With an assessment of \$16,493,160, the Ford Motor Company topped the income tax payment list in Michigan for 1924. This is \$2,000,000 more than the year before. Henry Ford pays \$2,608,806 and Edsel Ford \$2,158,055.

### NEW PROSPERITY ERA IS FORESEEN

### 400 G. M. Men Hear Chiefs at Banquet In Toronto

Toronto, Ont., Sept. 1 (U. T. P. S.).—That the motor industry was leading the way to another greater era of prosperity was the message delivered by R. S. McLaughlin, president of General Motors Corporation of Canada, at a banquet held at the King Edward Hotel last night, attended by 400 representatives of the organization from all eastern Canada.

Addresses were also delivered by C. F. Kettering, vice-president of General Motors Corporation of America and president of General Motors Research Corporation, and K. T. Keller, general manager of General Motors Corporation of Canada. J. H. Beaton, general sales manager, acted as master of ceremonies.

Mr. McLaughlin pointed out that the annual business of General Motors this year would exceed \$40,000,000, that they would pay out between \$4,000,000 and \$5,000,000 in wages alone, and the number of vehicles produced would go over the 50,000 mark.

Mr. Kettering, who is recognized as one of the world's greatest authorities on automotive research, predicted that the industry was going to meet the problem presented by the high price of rubber by evolving a chemical substitute. The motor fuel problem was also to be overcome by chemical science, he said.

How far removed the dominion is from the motor saturation point was vividly portrayed by Mr. Keller, who pointed out that there were but 700,000 cars in Canada, compared to about 16,000,000 in the United States.

#### CLOSE ON SUNDAY

Richmond, Va., Sept. 1 (U. T. P. S.).—After yesterday, no more gasoline will be sold by Winston-Salem, N. C., dealers on Sunday. The city officials, by request of the dealers, passed an ordinance providing for the closing of all stations on the Sabbath.



## Move On in New Jersey to Unite Nation's Gas Dealers

NEWARK, N. J., Sept. 1.—With the national gasoline and oil situation none too tranquil, a move for harmony and prosperity among gasoline dealers has been started in New Jersey through the formation of the National Gasoline Dealers' Association of 40 Clinton St., an association which has as its prime motive the promotion of the gasoline industry from the viewpoint of "the man with the pump."

Memberships are coming in steadily at the home office, while plans are being made for soliciting members in every state, from Maine to the Virginias. In New Jersey the movement, which is backed by a number of men long in the gasoline and oil business, has received the hearty approval of Motor Vehicle Commissioner William L. Dill.

It is the plan of the association to render a number of useful services to its members, who will be carefully selected. The services will include a merchandising service, tests of gasoline and oil, photographs and plans of attractive service stations, advice in advertising, a map service for the benefit of tourists, a simple and workable bookkeeping and accounting system, national publicity, a national magazine and a buyers' service. The first issue of the national magazine is expected to appear early in the fall and at the same time members will be given attractive signs designating that they hold membership in the association.

The scope of the idea is large, as outlined by T. P. McKee, until recently affiliated with the Co-Service Oil Company of Halsey Street, this city. While the association will function from the main headquarters, it is planned to open subsidiary headquarters in the various states where there is a membership. A certain portion of the national funds will be devoted to the uses of the state associations, which will hold annual gatherings for the purpose of discussing local situations and meeting local problems.

Though there are said to be a number of community associations somewhat similar to the national one here, it is believed that the National Gasoline Dealers' Association is the first of its kind in the East at least. It is the hope of the men behind the co-operative movement to enlist the membership of a goodly number of the gasoline dealers in the East, for it is only by concerted effort that the trade at large can benefit.

Agents are now at work combing the state for memberships, which already number several hundred, despite the fact that the association was only recently incorporated and only opened its headquarters last week.

One of the next important steps to be taken will be to interest the thousands of dealers in New York in the association.

### 11 NEW RETAIL DEALERS ARE ADDED BY STUTZ

Indianapolis, Sept. 1 (U. T. P. S.)—The Stutz Motor Car Company, which for several months has conducted an aggressive campaign to extend its nation-wide selling force, announces this week that it has added eleven new retail dealers in the territories of distributors in three states.

In New York state the new dealers are Beach Garage, Long Beach; Putnam Motor Exchange, Brooklyn; August Froeschauer, Jamaica; Martin J. Claire, Flushing; New Rochelle Stutz Company, New Rochelle; Stutz Sales and Service Company, Edgemere; Walter R. Beer, Pleasantville; American Motor Sales, Newburgh. The new dealers in Illinois are the Oak Park Sales and Service Company, Oak Park, and the Scheunemann Motors of Chicago. The William H. Bard Company of Danbury, Conn., has also been named to handle Stutz cars.

## BUICK SETS NEW DETROIT RECORD

### All Sales Levels Broken For Motor City and County in August

Special from A. D. N. Detroit Bureau  
Detroit, Sept. 1.—Buick broke all sales records in Detroit and Wayne county during August. Last month 1,066 Buicks were delivered to purchasers, according to official new car registration reports.

This is the largest number of automobiles of any one make, delivered in this territory during August and the largest number of any make ever delivered in one month in Wayne county, with the exception of Ford and Chevrolet.

"This record is of particular significance when it is considered that it was made in Detroit, the center of the automobile business of the world," said E. T. Strong, general sales manager of the Buick Motor Company. "The Detroit district has the most critical and best informed motor-buying public and is a center of intense competitive conditions."

## CHRYSLER IS ON HEAVY SCHEDULE

Detroit, Sept. 1.—In announcing the declaration of the regular quarterly dividend of \$2 on the preferred, payable October 26, to stock of record October 10, the Chrysler Corporation today issued the following statement:—

"August shipments have run about 50 per cent. ahead of July and will be more than 18,000 cars for the month. Orders on hand represent sixty days' business at the current rate of production. The dealer organization numbers 3,800, nearly double the number a year ago. Export business this year to date has been \$8,500,000, and promises to become an increasingly important factor in the corporation's business."

## Milwaukee Ford Plant Enlarged

Milwaukee, Wis., Sept. 1 (By U. T. P. S.)—An increase of 50 per cent in the daily production schedule of the Ford Motor Company plant has been made possible with the completion of new assembling equipment just installed. The regular schedule of 200 cars has been increased to 300 cars per day and the increase covers the new cars recently announced by Ford.

### MARMON DISTRIBUTORS

Indianapolis, Sept. 1 (U. T. P. S.)—The sales department of Nordyke & Marmon Co. this week announced appointment of three new Marmon distributors who will wholesale the line and handle retail sales in their respective cities. They are the Pfaff Motors of Cincinnati, O.; the Schultz Motor Car Company of Dayton, O., and the Nelson-Wood Company of Peoria, Ill.

### WILSONS VISIT PITTSBURGH

Detroit, Mich., Sept. 1.—C. Haines Wilson of the Murray Body Corporation, with Mrs. Wilson, left for Pittsburgh Sunday for a brief stay.

## Washington Bus Operators Confer

(Special to Automotive Daily News)

Washington, D. C., Sept. 2.—A conference of representatives of motor bus lines between Washington and nearby cities with the Public Utilities Commission was held here today to take steps toward erecting a union terminal for motor buses.

Major W. E. R. Covell, assistant engineer commissioner, in charge of utilities, today announced that the proposed Washington-Miami, Fla., bus line, which plans to begin operations October 1, also would use the terminal.

Construction of a terminal which would cost \$1,000,000 has been proposed.

The utilities commission's experts have observed that motor bus terminals have been constructed in many cities of Washington's size in the West. They have recommended that a terminal be established here.

Additional details regarding the project for a Washington-Miami bus line, submitted to the commission yesterday, disclose that its motor cars will receive passengers who come here by train from Pittsburgh and carry them as well as Washingtonians to Florida.

## General Tire Co. Forced to Expand

Akron, O., Sept. 1.—The General

Tire and Rubber Company reports a record volume of sales so far this year. Every square inch of the factory is being utilized to increase the output. But even with all that economy of floor space the sales department is swamped with orders which can be but partially filled, the company announces.

An expansion program is already under way to care for business expected in 1926. Company engineers have entered definite plans to meet increased demand. Additions, which will be completed by January 1, carry specifications which will increase the floor space of the present factory by 40 per cent.

These plans will be carried out in such a way that the 40 per cent. increase in floor space will permit 100 per cent. increase in production.

### NEW HIGHWAY OPENS

Washington, D. C., Sept. 2.—The new highway connecting East Riverdale, Md., with the Washington-Annapolis National Defense Highway was opened today with a celebration.

## Rubber Stages Great Comeback in Mexico

TORREON, MEXICO, Sept. 1.—Remarkable revival of the guayule rubber industry of Northern Mexico has taken place during the last few months.

Several factories of the Continental Rubber Company and the Madero interests are again in operation after a long period of inactivity. Large shipments of crude rubber are being made regularly to the United States. The supply of wild guayule shrub, from which the rubber is obtained, is greater than ever before, due to the fact that the large areas which were cut-over twelve to eighteen years ago have put on a new and heavier growth in the interim.

The Cedros hacienda of 2,000,000 acres, situated in the state of Zacatecas, which the Continental Rubber Company purchased many years ago as one of the sources of its guayule shrub supply, is said to contain an enormous quantity of the raw material. Extensive and successful experiments in growing the shrub from seed were made by noted botanists upon this big tract of land.

### ROLLIN CO. MAY PUT OUT SIX-CYLINDER MODEL

Cleveland, O., Sept. 1.—Reorganization of the Rollin Company will not be effected for some time, in the opinion of automotive leaders in this vicinity. It is reported that when the company is reorganized, a six-cylinder model will be produced. Present production of the concern is about 200 cars per month.

### EWALDS ON MOTOR TRIP

Detroit, Mich., Sept. 1.—Henry T. Ewald, president of the Campbell-Ewald Company, and Mrs. Ewald, are motoring in the East.

## Street Car and Bus Men Confer

Columbia, S. C., Sept. 1.—A meeting of the officials of the W. S. Barstow Co., owners of the street car franchise here, and of the Carolina Transit Company, who seek to purchase the street car company to substitute motor buses, is being held in New York today. The bus company was organized last week with an authorized capitalization of \$100,000.

Purchase of a fleet of twenty-five pay-as-you-enter city type buses is being withheld until after the meeting. E. M. Lumpkin, representing the bus company, and F. K. Woodring, representing the Columbia Railways Company, are both in New York for the meeting.

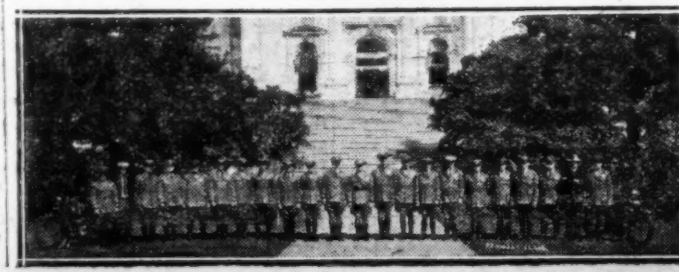
## Paige Dividend Swells 5 Cents

Detroit, Sept. 1.—Directors of the Paige Detroit Motor Car Company have declared a quarterly dividend of 35 cents, payable October 1 to stock of September 15 record. This is an increase of 5 cents over the dividend of the previous quarter, and puts the stock on a \$1.40 yearly basis.

### DEYOS IN ONTARIO

Detroit, Mich., Sept. 1.—W. B. Deyo, a prominent Ford dealer, and his wife, with a party of friends, are motoring in Ontario.

## Oregon Motor Traffic Officers



## GAS TAX BUILDS MICHIGAN ROADS

### 2 Cents a Gallon Yields \$3,385,500 in Last Six Months

Lansing, Mich., Sept. 1.—Michigan has a gasoline tax law providing a tax of 2 cents a gallon, all of the funds to go toward highway construction, and in the months of February to July, inclusive, the total collected was \$3,385,499.98. Gasoline used for other than automobile purposes is exempted from the tax.

Some of the money derived from this tax goes to the counties for the payment of past due state rewards, but eventually it will all go for road financing purposes.

The money derived from the weight tax bill, which is based on a graduated scale of tax for various kinds of vehicles, is a substitute for the old method of charging for annual licenses on the basis of weight and horsepower. It also goes for highway financing.

When brought up in the legislature it was estimated that the gasoline tax would raise approximately \$6,500,000 and to date it just up to expectations. Of the \$3,385,499.98 raised in the first six months of its effectiveness, \$5,068.35 was expended for personal service in collecting it, and with four months yet to run, the \$6,500,000 will just about be reached.

The weight tax raises approximately \$14,500,000, the two taxes together yielding considerably more than the old license system. The weight tax law provides a graduated weight scale for trucks, running from 65 cents a hundredweight on trucks up to 2.50 pounds, to \$1.25 on trucks over 6,000 pounds. For trucks with weight between 2,500 and 6,000 pounds, the tax is 80 cents a hundredweight and for trucks between 4,000 and 6,000 pounds it is \$1 hundredweight.

Motorcycles are taxed a straight \$4 fee and motorbikes a straight \$2.50.

The gasoline tax is collected from the wholesaler, who is required by law to remit the tax money he collects from the consumer on the twentieth of each month. He is permitted to begin collecting it on the first of each month.

The combination weight and gas tax law arrangement was agreed to by the Legislature after a straight gasoline tax of 2 cents failed to pass in the 1923 session. The success of the law is conceded by laymen and authorities.

A short time ago Charles J. DeLand, secretary of state, made public a plan which he has worked out as a substitute for both, and which he claims will raise more money for highway purposes. His plan is to charge a 3-cent gasoline tax and give the motorist but one license, which will stay with the car during its lifetime.

## PACKARD RETIRES \$7,282,440 STOCK

Detroit, Sept. 1.—Checks totaling \$7,282,440 are being mailed by the Packard Motor Car Company to holders of 66,240 shares of outstanding preferred stock at the call price of 110. Alvan MacAuley, president, said that the company had \$14,500,000 cash after retiring the preferred stock, with only current accounts payable to meet. This leaves the company in an excellent cash position and recalls in sharp contrast the condition existing four years ago, when at the close of business August 31, 1921, the company had outstanding bank loans amounting to \$11,000,000 and preferred stock of \$15,500,000. The demand for Packard cars continues at a record rate, and unfilled orders are sufficient to operate plants at capacity until January 1, 1926.



## Locomotives Go to Nearly Every Country in World

CHICAGO, Sept. 1.—Gaylord A. Hoyt, general sales manager of the Locomobile Company of America, is in Chicago to look over the new three-story home to be occupied by the Chicago branch at 24th Street and Michigan Avenue. The structure will be ready for occupancy within two weeks and is one of the most ornate and commodious automobile sales and service buildings in the city.

In regard to the Jr. 8, the newest Locomobile product, Mr. Hoyt stated:

"The Locomobile factory at Bridgeport is now on a production basis of 25 Junior cars per day and basis of 25 Junior Eights per day and is increasing production as rapidly as manufacturing conditions will permit.

"This 25-par-per-day production is really a splendid achievement at this time, considering that we turned out our first Jr. 8 early in June. We have an unprecedented demand for this new eight-in-line product both at home and abroad.

"During the last two months cars have been shipped to nearly every country in the world.

"We now have orders on file at our plant for all of the Jr. 8's we will be able to make during the next ninety days. In the last two months contracts have been completed with sixty new dealers throughout various sections of the United States.

"A satisfactory volume of business is being enjoyed in orders for the Series 9 and 48 Locomobile which is the result of more than a quarter of a century's successful effort."

Bruce K. Steele, formerly assistant to Mr. Hoyt as sales manager of the H. H. Franklin Manufacturing Company, is the new manager of the Chicago Locomobile branch.

### DEALERS TRY OUT NEW SALES METHOD

Cleveland, Sept. 1.—What is described as a decided departure in the handling of the sales organization was announced here today by Cleveland auto dealers, aiming to fill the ranks with a better grade of salesmen and reduce salesman turnover.

The plan, as far as it has materialized, briefly provides for a straight salary basis for salesmen and a bonus based on 100 cars a year, payable either annually or semi-annually.

The R. J. Schmunk Company, Hudson-Essex distributor, is operating its sales force under a new plan whereby each salesman is practically a free lance to go out and get business anywhere, although the company retains its prospect file.

Under the new plan it is up to the salesman to sell on the first call, if possible. While each salesman has a zone in which to work, this does not prevent him from selling in the zone of another, if he discovers a prospect in that territory.

Company reports indicate this system of handling the sales force has resulted in increased sales over a thirty-day period, and that the salesmen are not only satisfied, but are enthusiastic about it.

### OPTIMISM COMES WITH RAIN IN CENTRAL TEXAS

Waco, Tex., Sept. 1.—Bringing a spirit of optimism to replace the pessimistic attitude that has characterized central Texas business men for the summer, a 3-inch rain last week broke the grip the worst drouth of 40 years has had on central and south Texas.

The downpour is calculated to have been worth millions to the farmers, and will increase the cotton yield several hundred thousand bales.

The AUTOMOTIVE DAILY NEWS gets there first.

## NEW CRANKCASE WASHING METHOD

Capacity of the Cadillac Cleaning System Is 200 Per Day

Detroit, Sept. 1.—A new improved method of washing Cadillac crankcases has been installed in the factory. Crankcases have a habit of accumulating dirt and grease that must be removed before the engine can be assembled.

Motor manufacturers have taken a leaf out of the book of the dispenser of soda water—and multiplied the leaf many times in size. A metal cabinet and means for shooting a hot solution of soda water from every direction form the basis of the method used for cleaning Cadillac crankcases. The hot solution strikes the crankcase at the rate of 200 gals. per minute, under pressure.

In routine, the crankcase is handled by an electric hoist, hung on a conveyor and run into the cabinet. The doors are closed and the pressure bath begins. The temperature of the water is from 150 to 180 degrees. From three to five minutes' exposure to the treatment suffices for loosening all the dirt and foreign material. Air pressure is then used to blow out any dirt not removed by the soda solution—and to dry the crankcase.

Two 150-gallon tanks hold the hot soda solution and the water in them changes completely every 90 seconds.

Approximately 75 crankcases are being washed daily at present. The full capacity of the washing cabinet is close to 200 per day. At capacity, the parts travel through at the rate of one every 2½ minutes. The present system is a decided improvement over the former one of dipping the crankcases in tanks.

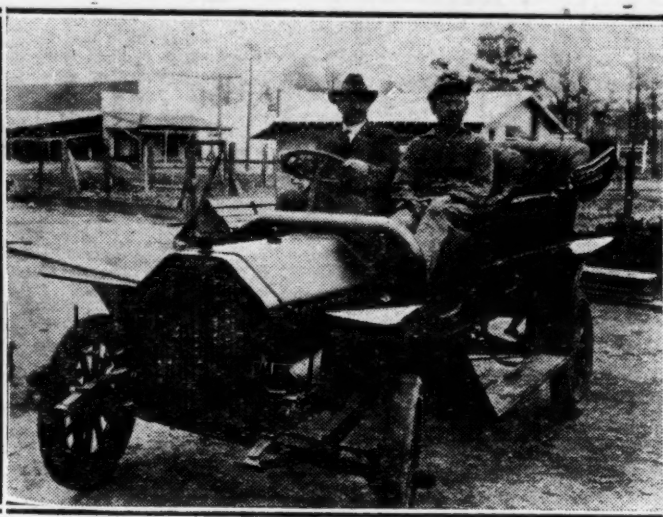
## First Showing of New Ford Cars

Springfield, Mass., Sept. 1 (By U. T. P. S.).—The Ford Motor Company, through its New England district sales manager, D. J. Webster of Boston, has made an engagement with the Eastern States Exposition for four exhibition spaces in the automobile section of the Industrial Arts Building, where will be shown a complete line of the new Ford models at the exposition during the week of September 20. This will be the first showing of these models at any fair or exposition in the United States, according to Mr. Webster.

Springfield Commercial Body Corporation, builders of commercial bodies for Fords, at the same time engaged two spaces alongside to show its latest offerings. Rolla-Royce of America, Inc., is taking three spaces and the Arrow Company, Pierce-Arrow distributor, three.

Others already booked to exhibit are: Boston Oldsmobile Company, Springfield Oakland Company, Bland's Auto Exchange, Moon and Auburn; Atwood Motors Company, Studebaker; Connecticut Valley Motor Sales Company, Paige and Jewett; Springfield Durant Company, Flint Motors, Inc.; Orr Motors Company, Nash; Aaron G. Cohen, Hartford, and Springfield Peerless Company, Peerless; Franklin Napier Motors Company; M. C. Barrett, Davis, and Indian Motorcycle Company.

## Oldest Buick in Pine Bluff, Ark.



## Discuss Overland Plans on Pacific

Los Angeles, Sept. 1.—Carroll J. Rogers, chief supervisor of Willys-Overland, Inc., and S. Robert Swiss of the United States Advertising Corporation, in charge of national advertising for Willys-Overland, arrived here last week for the annual conference with L. J. McCracken, manager, and other officials of Willys-Overland-Pacific Company, relative to plans for the fall and winter months in southern California.

Before coming to this city Mr. Rogers and Mr. Swiss attended a national zone meeting in San Francisco. At these zone meetings general plans and policies are mapped out for the ensuing twelve months.

## Packard to Get New Phila. Home

Philadelphia, Sept. 1 (By U. T. P. S.).—Packard, Inc., distributor of Packard cars in this territory, is planning to move into a new building being constructed for it on Broad street above Allegheny Avenue. The parent concern, the Packard Motor Car Company, has just sold for approximately \$1,500,000 the building at 319 North Broad St., at present occupied by Packard, Inc., which will be reconstructed for office purposes.

**SELLS 75 WILLYS-KNIGHTS**  
Chicago, Sept. 1.—Announcement is made by the Roberts Motor Sales Company of the sale of seventy-five Willys-Knight and Overland cars to the Rent and Drive Company at 4646 Broadway, this city.

## May Change H. P. Rating of Cars

Boston, Mass., Sept. 1.—Tomorrow afternoon the public works commissioner will hold a public hearing at the State House in connection with his proposition to change the horse-power rating of automobiles, thereby increasing the registration fees for many makes of cars. The Boston Motor Club announces that on Wednesday morning, at its quarters in the Hotel Somerset, it will hold a meeting at which representatives of those organizations which would be affected by such a change can voice their opinions and decide on what action to take.

## NEW BOSTON MANAGER FOR OAKLAND COMPANY

Boston, Mass., Sept. 1.—C. W. Matheson, vice-president and director of sales of the Oakland Motor Car Company, announces the appointment of W. B. Sawyer as Boston district manager, succeeding M. P. Hyde, resigned. For the last five years Mr. Sawyer has been general manager of the Oakland Motor Car Company of New England. For a number of years Mr. Sawyer was assistant sales manager of the Willys-Overland Company.

J. H. NEWMARK, INC.  
FISK BUILDING  
250 W. 57TH STREET  
NEW YORK

Specializing in  
Automotive  
Advertising.

for Economical Transportation



The Public is realizing more and more the remarkable value represented by Chevrolet.

Many thousands more Chevrolets have been bought to date this year than were purchased up to the same date last year.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.  
Division of General Motors Corporation

Touring . . .	\$525	Coupe . . .	\$675	Commercial Chassis . . .	\$425
Roadster . . .	525	Coach . . .	695	Express Truck Chassis . . .	550
		Sedan . . .	775		

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QUALITY AT LOW COST



# Automotive Daily News

"Of, By and For the Entire Automotive Industry."

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## Lift the Taxes!

**W**ITHIN a few weeks the fight to abolish Federal taxes on motor cars will be on again. There is every indication that there will be a surplus for the government on the fiscal year's operations, and this gives a complete justification for the automotive industry's demand for relief. The American Automobile Association has broadcast a request that every motorist in the country appeal to his congressman asking for the lifting of the tax at the earliest possible moment.

*It is interesting to note that present taxes impose on an average a burden of \$29 per year on every motor vehicle owner in the United States. Last year the Federal tax alone totaled more than \$122,000,000. The grand total for Federal, state and municipal taxes paid by car owners in 1924 was in excess of \$550,000,000.*

To the industry all taxes of this kind represent added sales resistance. Add \$29 per annum to the cost of maintaining a car and you make it impossible for certain classes to buy, or at any rate increase the hesitation. The industry is vitally interested in relieving car owners of any financial burden that can possibly be lifted. In this campaign to abrogate the excise tax, car owners will be glad to lend the support of their numbers and it is up to the industry to direct the effort. Let dealers suggest to their customers that they write congressmen, asking for relief. If enough letters pour in, the tax will be wiped out. Let us all do our part toward getting the great body of car owners behind the drive.

## Highway Mosquitoes

**C**LOSE students of automotive developments predict that the next few months are going to see the launching of the "mosquito car" in this country. Stripped of technicality the mosquito car embodies a small but efficient engine, developing perhaps eight to ten horsepower. It has three speeds and is very light. It will give as much as forty miles or more to the gallon, can do fifty miles per hour and hold the road. In Europe, where "petrol" or "essence" has long been extremely expensive, this type of car has been popular for years.

*It will be necessary to educate the American motoring public to the use of these little fellows. Motor fuel still is cheap here, or comparatively so. The need for economy is not so pressing, but it exists, and this is the reason for the mosquito car. It will be an interesting experiment and one that will have a far-reaching effect on motor car design in this country.*

That fuels with an alcohol base are an extremely probable development of the next few years is generally recognized. The United States Bureau of Mines recently issued a statement correcting an impression which had been general, that alcohol as a motor car fuel needed a much higher compression than gasoline. The truth is that alcohol demands no fundamental change in the engine. It does require a carburetor adjustment, which usually is easily made. It is a comfortable feeling that back of our petroleum reserve lies a vast source of fuel independent of oil, ready to keep our engines turning, even if our underground oil reserve were suddenly to dry up.

A Washington mechanic has just gone into bankruptcy and among his assets is listed a 1909 Packard which has traveled 500,000 miles. The appraised value is \$25. Used car dealers please copy!

A Boston department store recently announced the opening of a motor accessory department. Interesting, but not altogether an innovation, as old-timers know, recalling the early days when Wanamaker sold automobile equipment and when the first automobile show ever held in this country was featured by Macy's in New York.

## AUTO DEALERS IN BUSINESS DRIVE

### Meetings to Promote Sales to Be Held in Principal Cities

New York, Sept. 1.—The schedule of better business meetings has been announced by the National Automobile Dealers' Association. Every principal city in the country will have its session, some of the smaller municipalities combining and holding theirs together. Des Moines draws the first meeting, September 9, to be followed on the 10th by a meeting in Peoria. The last session is scheduled for December 8 in Kansas City.

The purpose of the meetings is to encourage better business. Leaders in the automotive industry will address the dealers in the various communities and discussions on efficiency and sales-promotion will be the order of the day.

The complete schedules of dates follow:—

September 9, Des Moines; 10, Peoria; 11, Fort Wayne; 14, Buffalo; 15, Lockport-Niagara Falls; 16, Batavia-Canandaigua; 17, Rochester; 18, Syracuse; 21, Utica-Schenectady; 22, Albany; 23, Poughkeepsie-Kingston; 25, Brooklyn; 28, New Haven-Bridgeport; 29, Hartford; 30, Boston.

October 1, Providence; 2, Springfield-Worcester; 5, Northampton-Pittsfield; 6, Troy-Glens Falls; 7, Rome; 8, Oswego-Watertown; 9, Auburn-Ithaca; 19, Wheeling; 20, Clarksburg-Charleston; 21, Roanoke-Lynchburg; 22, Washington; 23, Richmond-Norfolk; 27, Charlotte; 28, Savannah-Columbia; 29, Jacksonville; 30, Miami-Tampa.

November 3, Atlanta; 4, Birmingham; 5, Mobile; 6, New Orleans; 9, Houston; 10, Dallas; 11, Fort Worth-Waco; 12, San Antonio; 16, El Paso; 17, Phoenix-Douglas; 19, San Diego-Riverside; 20, Pasadena-Glendale; 23, Long Beach-Hollywood; 24, Santa Ana-Pomona; 25, Santa Barbara-Bakersfield; 30, Santa Cruz-Fresno.

December 1, San Jose-Stockton; 2, Alameda-Berkeley; 3, Oakland; 4, Sacramento; 7, Reno; 8, Salt Lake; 9, Denver; 10, Hutchinson-Wichita; 11, Kansas City.

### ROCHESTER TO HOLD AUTO SHOW SEPT. 7-12

Rochester, N. Y., Sept. 1.—Fifteen automotive dealers of this city will exhibit new models and accessories at the Rochester Exposition, September 7-12.

The following makes of cars will be represented: Velie, Oldsmobile, Chrysler, Chandler, Paige, Jewett, Overland, Willys-Knight, Star, Durant, Buick, Chevrolet, Moon, Diana, Flint and Nash. The Selden truck and several accessory dealers will also have exhibits.

### AUTO VERSUS HORSE TO FEATURE FAIR

Pomona, Calif., Sept. 1.—The Los Angeles County Fair, to be held here starting September 22, will have an automobile show, according to present plans of the fair officials. Each evening the latest in motor cars will be on exhibition in the main tent. The cars will be in striking contrast to the nightly horse show also to be staged.

#### OUTDOOR AUTO SHOW

Sheboygan, Wis., Sept. 1 (By U. T. P. S.).—An open air automobile show, one of the few that have been conducted in this state, is featuring an attraction staged by the Moose lodge, under the name of Moose Fun Frolic and Automobile show, here this week.

#### BIG AUTO DISPLAY

Chicago, Sept. 1.—Forty-five different makes of cars and more than 50 exhibits of accessories were on display last week at the Central States Exposition at Aurora, Ill.

PERCY OWENS, chief of the Automotive Division of the Department of Commerce, who has been selected as the delegate of the United Press to the congress to be held in Paris in October or November for the purpose of creating a central council of international tourism.  
(Photo by Henry Miller News Picture Service.)



### NASH MOTORS' CHIEF SOUGHT AS SPEAKER

Milwaukee, Wis., Sept. 1.—John D. Jones, Jr., commissioner of agriculture for the state of Wisconsin, and George Kull, secretary of the Wisconsin Manufacturers' Association, are arranging for a dinner here in which over 500 representative manufacturers and farm leaders will be present. Charles W. Nash, president of the Nash Motors Company, Kenosha, is being sought as the speaker.

### \$14,000 CAR PURCHASE HELD LEGAL IN LOWELL

Lowell, Mass., Sept. 1.—Warrants for \$14,000 for the purchase of ten automobiles were signed by City Treasurer Fred H. Rourke Friday. These machines were bought for use by city departments and included trucks as well as the passenger cars.

The question of the legality of the orders for the cars arose after the machines had been bought and were in use. Bills were rendered for the cars by local dealers but payment was withheld.

## DEALERS DISCUSS TRANSFER MUDDLE

### Syracuse Automobilists Hear Assemblyman on License Law

Syracuse, N. Y., Sept. 1.—The transfer muddle that has arisen as a result of the new license law was the chief subject of discussion at the first fall meeting of the Syracuse Automobile Dealers' Association, which convened here today.

Assemblyman Louis T. Stapley, general manager of the Empire State Automobile Dealers' Association, was the principal speaker.

Dealers here have been unable to meet requirements of the new law because of the ruling of the county clerk's office that the local automobile bureau has no authority to give out information pertaining to the original records of cars transferred.

Where cars are transferred by owners, the proper transfer is made with the county clerk. In case the car so handled is later turned in to a dealer's establishment as part payment on a car being purchased, the dealer is then unable to get data required with which to fill out the transfer blank, which he is also required to file with the county clerk.

### SYRACUSE BIDS FOR REGIONAL CONVENTION

Syracuse, N. Y., Sept. 1.—The Syracuse Automobile Dealers' Association has extended an invitation to the National Automobile Dealers' Association to hold a regional convention at the Hotel Syracuse, December 1.

The eastern meeting of the national organization had been planned for September 18 and efforts were made to bring it to Syracuse. With the State Fair in session that week, it was found impossible to give the trade meeting the necessary attention.

#### NEW ROADS FOR N. C.

Raleigh, N. C., Sept. 1.—Bids on state road construction contracts to cost more than \$3,000,000 were received by the state highway commission here today. The contracts embrace sixteen projects and include 117.8 miles of new roadway, of which 79.8 is to be hard surfaced.

## New Pierce-Arrow buying centers Now open

The moderately priced Series 80 cars, including the new COACH at \$3,150, Buffalo, have multiplied Pierce-Arrow sales possibilities more than eighteen times.

To serve this greatly increased market we recently rearranged all territory lines in the United States. Many new buying centers have thus been created. You can find out if you are located in one of these by writing us.

You will be interested in the profit opportunity made possible by the liberal terms of our franchise. It covers the moderately priced Series 80, the higher priced Dual Valve Six, the complete line of dual valve trucks and six cylinder motor busses. Complete details sent upon request.

THE PIERCE-ARROW MOTOR CAR COMPANY, Buffalo, N. Y.

PIERCE-ARROW



## YELLOW CAB NET HOLDS UP WELL

**Profits First Six Month  
Total \$1,142,535,  
\$2.85 a Share**

New York, Sept. 1.—A net profit of \$1,142,535 is reported by the Chicago Yellow Cab Company for the six months ended June 30, 1925. This is equivalent to \$2.85 a share on 400,000 shares of no par capital stock and compares with \$1,144,783, or \$2.86 a share, earned in the corresponding period of last year.

In the quarter ended June 30, 1925, the company earned a net profit of \$526,682 after depreciation and Federal taxes, which was equal to \$1.31 a share earned on 400,000 shares of no par capital stock. The comparative items in the preceding quarter were \$615,853, or \$1.53 a share, and in the same quarter of last year \$515,929, or \$1.29 a share.

The company's business is reported as entirely satisfactory and the year's showing from a standpoint of earnings is expected to compare favorably with last year and previous years. Orders at the present time are heavy and the outlook bright. Operations are at a gratifying rate.

### BUYERS OF USED CARS SHOPPING FOR BARGAINS

Special from A. D. N. Detroit Bureau  
Detroit, Sept. 1.—Used car dealers report a somewhat sluggish market after a week of good business activity. The lull is believed to be only temporary, though it may continue until after Labor Day.

The announcement of the new Ford line, without raising the prices, has cut the demand for used Fords. A better demand for used Ford cars in the closed models is hoped for a little later in the season.

Other types of closed cars are moving at fair prices. Dealers are shaving prices here and there, since the general announcements of price reductions on new cars. Buyers of used cars are doing an unusual amount of shopping about.

### BETTER HARVEST HANDS BECAUSE OF FORD CAR

Blismarck, N. D., Sept. 1 (U. T. P. S.)—The Ford car has dealt the "Wobblies" their worst blow in western North Dakota, because of the fact that the majority of the harvest hands are coming into North Dakota this year in automobiles. The automobile has brought a better class of workers into the state and for that reason it has been harder to recruit members for the I. W. W.

### Texas Crude Output Off

Waco, Texas, Sept. 1.—The slump in crude oil production for the East Central Texas district in July was 192,825 barrels. In June three counties comprising this district produced a total of 3,270,900 barrels of oil. During July the same counties produced 3,078,075 barrels. Production for July in the various central Texas oil fields was as follows: Richland, 122,194; Wortham, 926,404; Corsicana-Powell, 1,427,984; Mexia, 568,695. Navarro county continues to lead all counties of Texas in production. The Corsicana-Powell, Richland and Currie fields are in this county.

### SMACKOVER OUTPUT HEAVY

Houston, Sept. 1.—Total deep sand production in the Smackover field August 31 is estimated at 144,000 barrels, against 145,000 Sunday, 146,000 and the peak of 392,000 May 25.

### WOULD BAN AUTO HAWKERS

Waco, Tex., Sept. 1.—An ordinance making it a misdemeanor to use any of the streets of this city for the purpose of selling an automobile is to be presented at the next meeting of the City Commission.

TRANSPORTATION problems are being solved in Dubuque, Iowa, through the operation of a fleet of motor buses by the Dubuque Electric Company. The car barn is now a garage.



### Independents Meet Standard's Gas Cut

Chicago, Sept. 1.—All of the larger independents have met the Standard Oil Company of Indiana's reduction of 1 cent a gallon in the eleven states it serves.

Mid-continent wholesale gasoline continues soft at prices generally 1/2 cent under last week's close. This makes 58-60 United States Motor grade 8% cents a gallon, a new low.

Of the 3,209,000 barrels of gasoline shipped to Atlantic and Gulf ports from Los Angeles Harbor refineries from May 1 to August 15 last, 2,175,000 barrels were bought by Standard Oil companies on the seaboard.

### Talk Is Again Heard Of \$1 a Lb. Rubber

New York, Sept. 1.—Stocks of crude rubber held in London at the end of last week totaled 4,434 tons. This compares with 6,390 tons held at the end of the preceding week and explains the recent upturn in the prices of crude rubber. After getting down below 75 cents a pound, a drop of almost 50 cents a pound from the highest level this year, the price has recovered to around 90 cents. Talk is again heard of "dollar a pound rubber."

### \$3,000,000 FINANCE CO. IS PLAN OF OVERLAND

Toledo, Sept. 1.—Officials of the Willys-Overland Company here declare that plans for a \$3,000,000 subsidiary to handle acceptances and finance dealers have not yet been matured.

It is understood that the parent company would provide the capital for such a financing company out of its present large cash reserve.

The general plan would follow that of other large automobile manufacturers.

### MOTORISTS AID RANGERS PREVENT FOREST FIRES

Santa Monica, Cal., Sept. 1.—Motorists are co-operating with forest rangers to aid prevention of forest fires.

The latest popular equipment carried by smokers and campers consists of an ash tray fastened to the dash for ashes and burning cigarette ends; electric cigar lighter, eliminating matches; a gasoline stove and lantern, doing away with wood; a good flashlight, and a fire extinguisher.

### NEW S. D. LAW

Pierre, S. D., Sept. 1.—After working for five months, a force of seventy stenographers has completed issuing a certificate of title and a certificate of registration to every South Dakota motor vehicle owner, and the penal section of the new law requiring the display of the certificates of registration will be enforced beginning today.

## TRUMBULL STEEL UNDER CAMPBELL

### Committee to Direct Operations Pending Readjustment

Youngstown, Sept. 1.—Opposition to the proposed inclusion of Trumbull Steel in the suggested merger with Otis Steel and the Midland Steel Products Company has developed among a group of important Trumbull stockholders. It is now reported that the Youngstown Sheet & Tube Company, which with banking interests owns substantial blocks of Trumbull preferred, may absorb the company on terms similar to those proposed for the Trumbull-Otis-Midland merger. The belief here is that general dissatisfaction with the merger terms will lead to other means of solving Trumbull's financial problems. J. A. Campbell, president of Youngstown Sheet & Tube, has said that subject to the approval of his directors he will accept a position on a committee to operate the Trumbull plant and seek to adjust its problems.

The Trumbull directors met today to formally appoint the special committee, headed by Mr. Campbell, to assume control of the company until the financial problems are worked out. The placing of Mr. Campbell at the head of the committee, it is said, does not necessarily mean that Youngstown Sheet and Tube is to absorb Trumbull. In fact, Mr. Campbell denies that Sheet and Tube contemplates taking over Trumbull, but adds: "I am in favor of any consolidation for Trumbull with any other steel concerns if that is to the best interests of the stockholders and if the terms offered seem more favorable than other plans considered."

"I consider it my duty to the community, to the Mahoning Valley, to the stockholders and to my own company to do all within my power to help. From information we now have, we are not selling any of our holdings in Trumbull preferred. If I undertake the work it will be without any selfish interest and without compensation to me."

Trumbull is an important supplier of steel to automotive manufacturers.

### STEEL SALES LARGER IN CHICAGO DISTRICT

Chicago, Sept. 1.—August sales of steel producers in the Chicago district increased about 50 per cent. over July. The sales of leading producers last week were the heaviest of any week since April. There has been no weakening of prices here, although prices are easier in the East. Demand for the farm implement trade is heavy. Farm implement manufacturers are producing at 75 to 80 per cent. of capacity.

## Stinnes Denies Aga Deal With Ford Co.

New York, Sept. 1.—Edmund Stinnes denies ever having negotiated with any representatives of the Ford Motor Car Company for the sale of his Aga Automobile Works, according to messages received here. It had been reported that American interests reported in a deal for the Aga factory were acting for the Ford company.

## Federal Bring Out New Truck at \$1,650

Detroit, Sept. 1.—The Federal Motor Truck Company this month is bringing out a new model truck of one and a half to two tons capacity, powered with a Knight engine and listing at \$1,650. This is \$500 less than the original Federal truck of the same capacity. August shipments of all models approximated 650 trucks, while orders received during the month totaled 750. June, July and August have been the biggest summer months Federal has ever experienced.

## Income Tax of Dodge Bros. Larger by Million

Detroit, Sept. 1.—One of the most sensational increases shown in income tax payments was in that of Dodge Bros., which leaped about \$1,000,000 over its 1923 tax to a 1924 total of \$2,450,843. Mrs. Horace E. Dodge's tax was \$993,028, while Mrs. John F. Dodge's was \$110,293.

Claude H. Foster of the Gabriel Snubber Company was the largest individual income tax payer in the Cleveland district. His tax totaled \$569,989. H. H. Timken, roller bearing manufacturer, was second in Cleveland with \$540,336.

The Firestone Tire and Rubber Company of Akron paid a tax of \$740,823.

John Hertz of Yellow Cab interests paid \$8,316, against \$169,257 for 1923. Mrs. John Hertz paid \$5,215, against \$202,326.

## U. S. TO EASE UP ON GAS SPECIFICATIONS

Washington, D. C., Sept. 1.—A tentative change in the specification for U. S. government motor gasoline, the principal feature of which is the elimination of the initial and end point requirements, has been voted by the technical committee on lubricants and liquid fuels of the Federal Specifications Board following a meeting held July 14. The change, however, will not be put into effect at the present time, as the committee feels that it is necessary, before so doing, to purchase limited amounts of gasoline on the tentative specification for purposes of experimental test. In voting the tentative change, the committee was actuated by the consideration that if the gasoline meets the present distillation requirements at the 20 per cent., 50 per cent. and 90 per cent. points, it should be satisfactory to use.

## PIERCE-ARROW ORDERS PRIOR PREF. DIVIDEND

Buffalo, Sept. 1.—The Pierce-Arrow Motor Company has declared the regular quarterly dividend of \$2 a share on prior preference stock payable October 1 to stock of record October 1.

## TIDEWATER VOTES DIVIDEND

New York, Sept. 1.—The Tidewater Oil Company has declared an initial dividend of 25 cents on the new no par stock, equivalent to a \$1 quarterly rate on the old \$100 par, which has been split four for one. The dividend is payable September 30 to stock of record September 18.

## GASOLINE PRICE TREND IS LOWER

### Rumors of Further Shading Persist—Rub- ber Demand Picks Up

New York, Sept. 1.—Rumors of further price shading on gasoline persisted today. United States Motor gasoline was being offered in tank cars as low as 10 1/2 cents at some New England points, but so far as New York was concerned the bulk basis for motor gasoline was maintained at 11 cents for shipment. There was a belief in the trade that reductions in the Pennsylvania tank wagon market below the 11 and 11 1/2 level now prevailing were in contemplation. The huge shipments of California gasoline which have been made into the Eastern markets have been the main reason for the highly competitive conditions now prevailing. The action of the Standard Oil Company of Indiana in reducing the price of gasoline 1 cent a gallon throughout the eleven states it serves contributed toward the general uncertainty in the market. This company explained its latest cut as due "to competitive conditions in the industry."

Active buying in the local rubber market has been renewed following the receipt of information that the recent favorable reports of stocks held in London have been reversed, with a reduction of close to 1,000 tons in the total available supply in that center. A good demand has developed in the New York market.

Steel prices are holding fairly steady. The steel warehouses here did about 10 per cent. less business in August than in July, this applying to both fresh inquiries and shipments.

STEEL PRODUCTS	
Semi-Finished—Gross Tons	
Billots, reeling	\$35.00a36.00
Billots, forging	40.00a42.00
Steel bars (hot rolled)	1.80a1.90
Plates (hot rolled)	1.80a1.90
Blue annealed sheets	2.25a2.30
Black sheets	3.10a3.20
Rands	2.40a2.50
Cold rolled strip	3.75a4.00
Hot rolled strip	2.15a2.30
Pig Iron, Basic	
Valleys	18.25a19.00
Eastern Pennsylvania	21.00a21.50

IRON AND STEEL SCRAP	
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS	
Base prices cents per pound, f. o. b. mill.	
SHEETS	
High brass sheets	19 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	7.85a
Lead, spot, New York	9.50a10.00
Aluminum, virgin, 98.99%	27 a23
SEAMLESS TUBING	
High brass	29.75
Copper	24.75
RODS	
High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper rods, round	21 1/2a

RUBBER MARKET	
Plantations—	
First latex crepe, August	90 92
September	88 89
October-December	78 79
January-March	72 73
Ribbed Smoked Sheets, Aug.	90 91
September	87 88
October-December	78 79
Para—Up-river, fine spot	73
do, coarse	69
Island, fine	69
do, coarse	36

SCRAP RUBBER	
Inner tubes, No. 2	4 a 4 1/2
Inner tubes, No. 1	6 a 6 1/2
Inner tubes, No. 2 red	3 1/2 a 4 1/2
Tire, automobile, white ton	25.00a30.00
Mixed auto tires	20.00a25.00
Leather, oak bend, No. 1	60

## OIL AND GASOLINE

MOTOR GASOLINE—	
Garages (steel barrels)	— a 17
Up-State	17 a 18
CRUDE PRICES AT WELLS	
EASTERN—	
Penn. grade oil	Penn. grade oil
in N. Y. Tran.	Line Co. lines \$2.80
Co. lines	in Buckeye P.
Bradford District	Cable
oil in Nat.	(Coring)
Tran. Co. lines 3.15	Somerset
Penn. grade oil	Ragland
in Nat. Trans.	CENTRAL—
Co. lines	3.05
Gaines grade oil	Wooster
in Nat. Trans.	Indiana
Co. lines	2.70
Penn. grade oil	Princeton
in S. W. Pa.	Waterloo, Ill.
Pipe lines	3.05
Penn. grade oil	Plymouth
in Eureka P.	Canadian
Line Co. lines 3.00	

## HOOD RUBBER DIVIDEND

Boston, Sept. 1.—The Hood Rubber Company has declared the regular quarterly dividend of \$1 on the common stock, payable September 30 to stock of record September 19.



## U. S. Bank Review Shows Big Tractor Sales in South

ATLANTA, GA., Sept. 1 (U. T. P. S.).—Another remarkable improvement in tractor, implement and power equipment sales in the southeastern territory is noted in the current business review of the Federal Reserve Bank of Atlanta, covering conditions in the Sixth Reserve District during July.

The gain in sales volume over July, 1924, amounts to approximately 50 per cent., the report based on detailed data received by the bank from seven of the larger distributors of power equipment in the southern field, most of them direct factory branches in Atlanta.

This substantial gain may be taken as ample evidence that agricultural conditions in the South are improving at a rapid pace, and that there is an excellent fall outlook.

It is interesting to note that the gain in sales reported by these same distributors during the last three months has averaged slightly better than 50 per cent., as compared with the same three months last year, while the first seven months of the year—January to July inclusive—the average gain in sales volume has been 35 to 40 per cent over the corresponding seven months of last year.

One of the primary reasons for this marked improvement is the fact that industrial concerns are purchasing tractors this year in the South on a much larger basis than heretofore, the gain in sales to this market alone the last few months having averaged close to 100 per cent. over last year, while the gain in agricultural sales has been around 20 to 25 per cent. over last year.

Distributors and factory branch managers in Atlanta advise that it is practically certain that 1925 will prove the best year in the history of the South so far as tractor and power farming equipment sales are concerned.

### FISHER BODY DIVISION WORKING NIGHT SHIFT

Pontiac, Mich., Sept. 1.—The Fisher Body division in this city has been working at top speed recently to keep abreast of the order book and in fact night work has been included on the program. The rush of new business accorded the Oakland has been directly reflected at the Fisher plant and the big Pontiac unit has been compelled to step at its fastest gate. No let-up is in sight according to officials who anticipate a heavy schedule throughout the balance of the current season.

### MULLENS EMPLOYEES HOLD ANNUAL OUTING

Salem, O., Sept. 1.—Nearly 2,000 employees of the Mullens Body Corporation and their families participated in the company's annual outing at Lake Brady. Transportation was made by special trains. The Quaker City band furnished music.

This concern is one of the largest makers of automotive bodies and other accessories in eastern Ohio.

### BUS AND TRUCK TOO KEEN FOR EARLY TRAIN SERVICE

Rockford, Ill., Sept. 1.—Officials of the Illinois Central Railroad Company here are awaiting an order to annul the morning milk and express train operating between this city and Chicago, due to the fact that much of this business is now being handled by truck and bus lines.

### TRAFFIC CONFERENCE

Oakland, Cal., Sept. 1.—Representatives of the California State Automobile Association will discuss traffic and enforcement problems with justices of the peace and traffic officers of the California central coast counties at Hollister, California, September 19.

The conference will be held in connection with the annual meeting of the Central Coast Counties Association of Justices of the Peace.

## CONVENIENCE IS AUTOISTS' SLOGAN

### Service Demanded and Is Also Wanted Near By

Milwaukee, Sept. 1.—Convenience is the watchword among motorists today, according to Ralph S. Lane, president of United Motors Service, who addresses an assembly of dealers here today. He stated that this convenience applied not only to the motorcars themselves but to the accessibility of service for them.

Mr. Lane and D. M. Sweeney, field supervisor, are on an extensive trip throughout the country in an endeavor to secure first hand knowledge of existing field conditions for Delco, Klaxon and Remy electrical equipment, Hyatt roller bearings, New Departure ball bearings, Harrison radiators, Jaxon rims and AC speedometers and air cleaners.

Mr. Lane said that by the expansion of some of their present authorized service stations and through the appointment of additional ones in 1926, United Motors plans to make its specialized service even more conveniently located and readily accessible than at present.

### NEW DEVICES PATENTED

Bridgeport, Conn., Sept. 1.—J. R. Gammeter, assignor of the American Chain Company, has just received a patent for a new method of pneumatic tire construction. G. F. Kolb of Fairfield, assignor of the Bullard Machine Tool Company, has received a patent for a new type of automobile bumper.

## AUTOISTS WATCH WAR ON STANDARD

### Vermont Governor Says Discrimination Is Shown

North Adams, Mass., Sept. 1 (U. T. P. S.).—Cities and towns close to the border of Massachusetts and Vermont are watching with interest the controversy between Gov. Franklin S. Billings of Vermont and the Standard Oil Company of New York.

The former declares autoists in his state are being discriminated against, inasmuch as they are compelled to pay at least two cents a gallon more for gasoline than the same product can be obtained for over the line in Massachusetts.

Added to this is the 2-cent road tax, making the price of gasoline excessive.

In response to a protest from the governor, the Standard Oil people announced Vermont would be put on the same basis as Maine, New Hampshire and New York, outside New York city, but this is not acceptable.

Massachusetts is apparently the bone of contention, for "gas" prices are lower in this state than in many months.

## Patent on New Type of Motor Goes to R. R. Man

ATLANTA, GA., Sept. 1 (By U. T. P. S.).—Announcement has been recently made of the granting of a patent on a new type of motor to B. Lomax-Hardy of Mobile, Ala., a motor that, it is claimed, has many advantages over those now in common use.

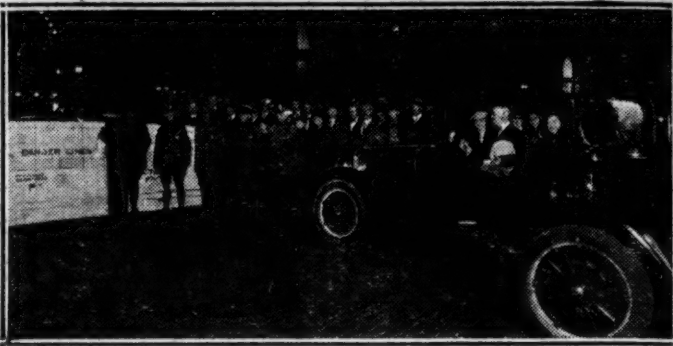
According to Mr. Hardy, one of the principal features of this new motor is the fact that it contains no wrist valves, connecting rods or connecting rod bearings, while its firing order is one, two, three, four, as only one spark plug and one valve is used. He further claims that a motor of this type, half the size of the present gasoline engine used in the smaller model cars, will develop from 85 to 90 horsepower. Furthermore, he claims that the motor will seldom have to be pushed to the limit as the gasoline is not pulled to the combustion chamber by vacuum but is compressed and pumped into the chamber ready for firing by a positive automatic pump. It is estimated that a 4-cylinder model of this type will be equal to a 12-cylinder motor of the present type. It is also possible to run this new motor by steam.

Mr. Hardy is a conductor on the Gulf, Mobile & Northern Railroad, and has been working for some time on the perfection of the new type of motor. A working model is being constructed and will be placed on exhibition. He also states that foreign patents have been applied for.

### BIG DODGE DEAL

San Antonio, Tex., Sept. 1.—The United States government has purchased 68 Dodge cars to be put in service by the Eighth Corps Area, San Antonio, at Camp Stanley. The consideration was more than \$70,000.

**TESTING HEADLIGHT**—An example of the inconvenience motorists are experiencing in Oregon as a result of the state's new 8-point law. There has been widespread protest against the new measure.



## Autoists to Form Own Oil Company

Portland, Me., Sept. 1.—A new oil distributing company, composed primarily of automobile owners and users of oil, will be formed at Portland this month and will be known as the United Motor Fuel Corporation of Maine. A location on deep water in Portland harbor, served by two railroads, has been selected for a wholesale distributing depot, and a charter will be applied for within a few days.

The company will be owned, controlled and financed by individual owners and users of automobiles, yachts and power boats. The Maine Automobile Association is interested in the project, which, it is said, also has the endorsement of the American Automobile Association.

### NEW AUTOMOBILE FUEL

Pittsburgh, Sept. 1.—"No-Nox," a new automobile fuel, which is designed to prevent carbon knocks and increase power considerably, has been put on the local market by the Gulf Refining Company.

## 500 FARMERS SEE TRACTORS WORK

Anchor, Ill., Sept. 1.—Farmers are buying tractors again, due to returning prosperity as a result of the higher prices for grain and live stock, and distributors of these machines are holding demonstrations at numerous points in central Illinois. Five hundred farmers attended a tractor demonstration on the A. E. Thompson farm near Galesburg a few days ago. The drivers of each were allowed five minutes in which to warm up their machines and were then required to plow for an hour and a half without a halt. A seven-inch furrow was required. Three Fordsons, one Hart-Parr and one Case were entered in the two bottom class, while one Deere, one Hart-Parr, one Case and one Rumely were entered in the three bottom class.

The Deere made the best record in the three-plow class, covering 2.30 acres, and consuming four gallons and 3/4 quart of kerosene.

## CLEVELAND—SEPTEMBER 14 to 18 7th National Steel and Machine Tool Exhibition

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The great collection of metal working and metal treating machinery displayed in actual operation, offers opportunity to keep abreast of the latest production developments in your field.

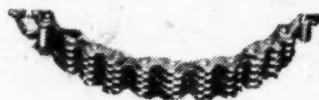
The broadening education of this Convention and Exposition is invaluable to Executives, Managers, Buyers, Scientists and Production Men.

### COME TO CLEVELAND!

No time could be used for greater profit.

American Society For Steel Treating  
4600 Prospect Avenue Cleveland, Ohio

### In the Accessory Field



Niles, Mich., Sept. 1.—Universal Skid-less Chain Company has brought out a new tire chain, with cross pieces made up of a series of links, each having two teeth, which has been given the name of the Universal Tiger Claw.

### EVANSVILLE OIL GROWS

Evansville, Ind., Sept. 1.—With the addition of a new station at Grayville, Ill., the Evansville Oil and Grease Company now has eight filling stations in the Tri-State territory. Four stations are located in Evansville, and one each in Owensboro and Central City, Ky., and Cynthiana, Ind. Tank wagon service is supplied stations in Lewisport, Madisonville, Owensboro and Marion, Ky.; Cynthiana and Tell City, Ind., and Grayville, Ill.

### OVERLAND APPOINTMENT

Milwaukee, Wis., Sept. 1.—Announcement has just been made by P. C. Cartley, manager of the Milwaukee branch of Willys-Overland, Inc., of the appointment of J. Frank Mitchell, Inc., 636-640 Lincoln Ave., Milwaukee, as a distributor of Willys-Overland. The new company will occupy the sales and service building formerly occupied by Jeunesse and Knack.



## STIR IS CREATED BY LIGHTING LAW

### Oregon Autoists Resent Measure—Threaten Injunction

Portland, Ore., Sept. 1.—Considerable stir is being caused in dealer and motorist circles by the new 8-point lighting law passed by the last session of the Oregon Legislature, which went into effect today.

The new measure was supported by the Automotive Trades Association and by the Automobile Dealers' Association of Oregon.

Truck and bus associations have not announced their stand on the measure, but are considering the question from all angles. The Oregon State Motor Association has not announced its decision either to support the law or to resist its enforcement.

Official testing stations at garages have been designated by the state, where all motorists are required to have their lights tested. The law makes certain specifications regarding the adjustment of headlights, requires special lenses, and goes so far as to specify that the 24 or 32-candlepower bulbs now in general use shall be changed and new 21-candlepower bulbs substituted.

The extra expense for equipment, of course, will be more burdensome for the older makes of cars.

Opponents of the new measure object to it because the inspections are carried on by tradesmen with something to sell. They insist that the present "dimming law" meets the Oregon requirements better than the one about to go into effect, inasmuch as the new measure would require dimming on wet, black-surfaced pavements.

An injunction proceeding has been threatened, but no court action has yet been taken.

### NORTH CAROLINA HAS MANY ROAD GAS PUMPS

Charlotte, N. C., Sept. 1.—Many of the gasoline filling stations in this state are not only "unnecessary" but do not fall far short of being "nuisances," according to C. W. Roberts, executive secretary of the Carolina Motor Club, of Greensboro. Mr. Roberts passed through here on his return from Wilmington, where he went to arrange for the meeting of the North Carolina Automotive Trade Association, September 7-8.

Mr. Roberts said he counted 289 pump type filling stations on the 210-mile highway from Wilmington to Charlotte. On the 89-mile stretch between Raleigh and Greensboro, he counted 212 filling stations, and on the 148 miles from Raleigh to Wilmington were 158 stations, which gives a total of 659 stations on 447 miles of road, exclusive of those in towns/not on the street included in these routes.

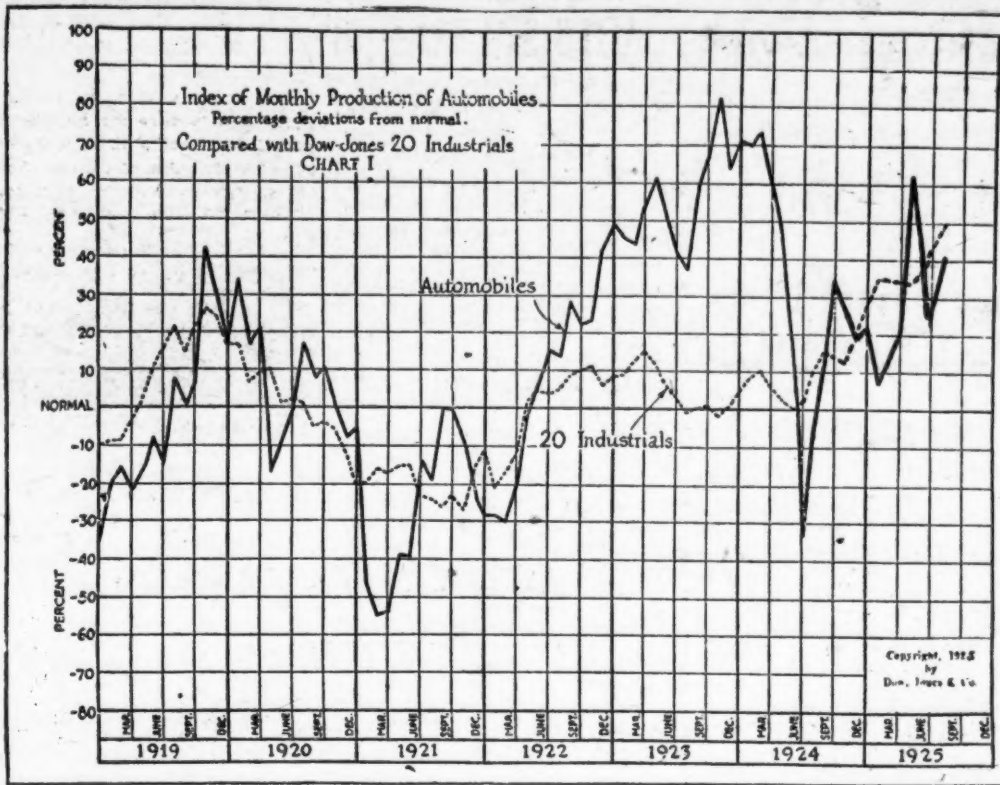
### AUSTRIA BUYING AUTOS ON TIME, SAYS CORBIN

New York, Sept. 1.—A. O. Corbin of the banking firm of F. J. Lisman & Co., who has just returned from Europe, tells of the changed attitude in Austria in the purchase of automobiles. "Formerly," he said, "no European would consider buying motor cars on the installment plan, but today they are convinced that automobiles are a necessity and not a luxury. They are purchasing motor cars on the partial-payment plan, and the demand is not only for small cars, but there is a heavy demand for the larger type automobiles."

#### ASSIGNORS GET PATENTS

New Haven, Conn., Sept. 1.—W. C. Brookhuysen, assignor of the Safety Car Heating & Lighting Company of this city, recently received a patent for a new motor-starting device. R. Liebau, assignor of the Westinghouse Manufacturing Company, has received a patent for a special type of air the ring.

## Deviations in Automotive Production, 1919 to 1925



## Looking Up Sites for Indianapolis Airport

INDIANAPOLIS, IND., Aug. 26 (U. T. P. S.).—A survey to determine the demand for air mail service by industrial and commercial institutions of Indianapolis is to be undertaken immediately by the Chamber of Commerce here. The survey will be conducted through local newspapers and the data used to determine the advisability of establishing an air mail port here.

The chamber has recently received inquiries from many transportation companies contemplating the establishment of air mail and express transportation. The big problem confronting the city on establishing an airport is that it has no suitable landing field. The only adequate field near here is one at Fort Benjamin Harrison, ten miles out, but as that is a government-owned field it is not expected it can be used for civilian flying. This field was investigated recently by one of the notable air transportation companies but direct government ownership of the field is said to have made it impossible for the company to use the field. Had the ground been on land leased by the government some joint use could have been worked out, it is thought, but it is doubtful if the army can lease the right to a civilian company to use the landing place. No active campaign to raise money for an air field and port is expected to be attempted until the present survey is finished.

Cincinnati, O., Aug. 28.—Airplane connection between Cincinnati and Dayton banks is being arranged, and soon daily transfers of monies and papers will be an accomplished fact. The first trip was made this week when a plane from the Dayton field carried \$75,000 from the City National Bank of Dayton to the 53d National Bank in this city. The trip was made in 70 minutes, going and coming, a total airline distance of 100 miles. The ship landed at Lunken field, where a bank messenger from the Cincinnati institution met the plane and carried the money in a motor car to the bank. The plane was piloted by C. D. Emerick.

#### TOWN WANTS PLANT BACK

Pine Bluff, Ark., Sept. 1.—The local Chamber of Commerce is offering inducements for the reopening of the Pine Bluff Refining Company's plant here, following its discontinuance some time ago.

## Orders Speed Up Fan Belt Plant

Philadelphia, Pa., Sept. 1 (U. T. P. S.).—The L. H. Gilmer Company, Tacony, manufacturers of automobile fan belts, brake linings and webbing products, now has its entire force working nights to handle a large increase in orders. A portion of the plant had been running in night shifts for several weeks.

A number of substantial orders recently have been received from automobile manufacturers who are placing new models on the market.

## South Bend Laughs —So Does Erskine

South Bend, Ind., Sept. 1.—South Bend is enjoying a good laugh at the expense of A. R. Erskine, president of the Studebaker Corporation.

Some time back, in conjunction with other local business men, Mr. Erskine purchased some stock in a local theater. Following the opening Mr. Erskine attended performances occasionally and one day, struck by the thought that a higher class vaudeville should be exhibited, wrote the manager a letter and expressed his views on the subject.

The following afternoon Mr. Erskine received a reply which substantially ran as follows:—

"I have your letter of . . . suggesting that I play a better class of vaudeville at our new theater. I thank you for your interest, but beg to advise you that our theater is not catering to the Cadillac trade—rather to the Studebaker." Mr. Erskine enjoys the joke heartily.

## Waters Gasoline, But It Works

Columbia, S. C., Sept. 1.—L. C. Stoppelbeim of Charleston, now living in Miami, Fla., has applied for letters patent on a formula whereby gasoline and water are held in solution as a motor fuel.

Stoppelbeim and his supporters believe that the new formula will revolutionize the motor industry and before long be in general use. In a letter to friends here he says the mixed fuel contains about one-half gasoline and one-half water and that it is held together by a solution. He writes that the gasoline consumption on his automobile has been cut in half with no injurious effects to his car.

The Standard Oil Company, he says, has offered him a considerable sum for his formula.

## DEMAND GROWS FOR SHEET STEEL

### Producers Believe Auto Men Underestimated Needs

Pittsburgh, Sept. 1 (U. T. P. S.).—Steel producers have gone on a firm basis of 4.25c. on automobile sheets, and this is further evident in the volume of orders being received by the Pittsburgh district mills.

During the last several days the bookings of the sheet companies have been made up of from one-fifth to one-fourth of automobile business, and it appears to be the current opinion in the mills that the automobile makers underestimated their immediate requirements.

The same condition appears to exist in the steel bar market, where specifications have taken a decided upward trend. Prices, also, are firming up, as the leading producer here has established a 2c. flat price on this grade. Formerly the market was classified at 1.90c. to 2c.

The leading sheet producer is selling through October, but is not inclined to take orders beyond that time at present prices. One contract is known to have been signed for late fourth quarter delivery at an increase of \$3 a ton over present prices.

Ford is not a buyer in the present market, having consummated his sheet sales several weeks ago, when he got "in" at 4.20c. A large Detroit manufacturer, who specializes in coaches, placed a large sheet order among seven steel manufacturers and was not able to do better than 4.25c.

The general trend in the steel market is upward here and operations are at 71 per cent. of capacity.

Bookings on a total of all steel products by Pittsburgh mills during August shows a gain of from 10 to 20 per cent. over July.

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Immediate deliveries means you need carry only a small stock, with a small investment. And a small investment means quicker turnover and larger profits.

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You will attract the attention of the hundreds of owners of USL equipped cars in your community. These owners prefer to buy USL for replacement. You will find USL quality easy to sell to your present customers.

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USL Pacific Coast Factory      USL Canadian Factory  
Oakland, Calif.      Niagara Falls, Ontario  
USL Australian Factory  
Sydney, N. S. W.

storage **USL** batteries



## Duesenberg Sees 'Circuit' Auto Racing Plants Soon

UNIONTOWN, PA., Sept. 1.—"What is the future of the automobile speedway?" This question was asked here a few days ago on the occasion of a visit by Fred Duesenberg of Duesenberg Motors, who for years was active in the automobile racing game and whose cars won many a race on the old 1½-mile oval at Uniontown.

Duesenberg was the guest of the president of the Kiwanis Club at a regular meeting of the club and gave an interesting talk on his experiences in the automobile racing game.

Reports have been current for some time that Pittsburgh capital was interested in rebuilding the Uniontown board track, which gained international attention by reason of the scintillating races staged over its wooden saucer. Duesenberg was asked if it would be advisable to reconstruct the track.

"My advice would be against it," said the veteran automobile racing man.

He pointed out that the smaller size of the racing cars, which meant much smaller motors, brought multiplied costs of construction and multiplied costs to the drivers purchasing the cars. Costs of campaigning on the racing circuit also have increased tremendously, he pointed out. This results in the necessity of drivers demanding much larger purses at racing plants in order for them to have any chance at all at a profitable season.

Duesenberg's advice is that racing plants should be constructed only where promoters can be assured of an attendance of 75,000 to 100,000 people, thus making possible adequate purses to bring the real drivers into competition.

He said that this required location at points where there are adequate railroad and trolley transportation as well as good highway laterals. While Uniontown is a principal "stop" on the National Highway, he felt that the drawing power of this city would not warrant the rebuilding of the Uniontown course.

## New Tire Fabric Plant for Georgia

Atlanta, Ga., Sept. 1 (By U. T. P. S.).—The Southern Brighton Mills Company has started construction at Shannon, Ga., of a plant for the manufacture of fabric for cord tires that will be one of the largest mills of this kind in the South, officials have advised.

The total cost of the project will be nearly \$2,000,000, including construction of a mill village for operatives.

During the last three years several plants for the manufacture of tire fabric have been established in Georgia, so that this state, when the new plant is in operation, will be the country's largest producer of cord fabric for tires.

A majority of the output of the new mill, officials of the company have stated, will be sold to the larger tire manufacturing concerns at Akron, O., a good part of the output having already been taken under contract.

## Tire Notes

Akron, O., Sept. 1.—Jack Doty, eight years an employee of the Goodyear Tire & Rubber Company, in the machine design department, has resigned his position to enter business for himself. He expects to confine his efforts to work along rubber lines and has opened a downtown office.

Trenton, N. J., Sept. 1.—The state of New Jersey has awarded the Princeton Tire & Rubber Company a contract to furnish all its pneumatic tires and tubes for use on the various automobiles operated by the state during the year of 1926.

Akron, O., Sept. 1.—For several years Goodyear Hall and Theater, community center for Goodyear workers, has been the scene of a series of employees' nights or entertainments for the personnel. Usually some speaker of national note is on the program with a long line-up of specialties. Arrangements have been completed for six big nights for 1925-26. The first night will be in October.

Waco, Tex., Sept. 1.—The Brown Tire Company is the newest tire dealer in Waco, this firm being central Texas distributor for Goodyear tires, both cord and fabric. The firm gives free road service on all tires sold.

Canton, O., Sept. 1.—C. A. Hanner is now secretary of the Triangle Tire & Rubber Company. Canton's largest manufacturers of automobile tires. Hanner became identified with the Triangle company when it acquired the defunct Gordon Tire & Rubber Company. Hanner is president of the Canton Bank & Trust Company.

Altoona, Pa., Sept. 1 (U. T. P. S.).—The J. A. Leap tire store, which is now in its fifth business year in this city, has moved to a new location. The new address is 1722½ 11th Ave., and is directly across the street from the former site, 1725 11th Ave. Mr. Leap is the local distributor of Michelin tires and tubes.

Los Angeles, Cal., Sept. 1.—Plans have been drawn for a new sales and service building to be erected soon for the Rude Tire Company at 1368 South Flower St. The new structure will be a one-story class C type building, and will involve a total expenditure of \$35,000. A. H. Rude, the owner, will make the building a headquarters for his tire business.

## MISREPRESENTATION BY TIRE DEALERS PROBED

New York, Sept. 1.—Investigation now being made into the activities of tire retailers by the Better Business Bureau of New York will soon yield results, according to H. J. Kenner, general manager.

A large number of complaints have been received from numbers of the car-owning public to the effect that certain dealers are misrepresenting their tires in advertising copy. As a result of these complaints the bureau's field men are visiting suspected stores and buying tires.

## Expansion Plans Celebration Topic

Utica, N. Y., Sept. 1.—Prospective enlargement of the Utica plant of the Dunlop Tire & Rubber Corporation to care for increasing demand for Dunlop tires, was one of the chief topics of conversation at the celebration of the 35th anniversary of the company last week.

The local plant is running night and day, with Richard E. Hatfield as manager.

This branch was established in 1919, the mill having been that of the Utica Spinning Company.

## TIRE WAREHOUSES AID BUSINESS ON PACIFIC

Los Angeles, Sept. 1.—The American Rubber & Tire Co. of Akron, O., established in 1910 for the exclusive manufacture of automobile tires and tubes, has recently established warehouses on the Pacific Coast. They are located in Seattle, Portland, San Francisco and Los Angeles.

According to Jack Ward, who is in charge of the sales in Los Angeles, the results have been gratifying for the short time the local warehouse has been in operation.

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# USED CAR QUOTATIONS

Compiled in all sections of the country by Automotive Daily News correspondents from Dealers' Buying Prices. Figures given are averages from the territory indicated.

TODAY: MIDDLE WEST

Make and Models.	Prices, 1925.	Prices, 1924.	Prices, 1923.	Prices, 1922.
<b>APPERSON—6-cyl.</b>				
Tour 5...	750	350	200	.....
Road 2...	.....	.....	.....	.....
Coupe 3...	1000	.....	.....	.....
Sedan 5...	1100	550	375	.....
Brom 5...	1050	.....	.....	.....

<b>APPERSON—Straight 8-cyl.</b>				
Sport 5...	900	.....	.....	.....
Coupe 3...	1200	.....	.....	.....
Brom 5...	1250	.....	.....	.....
Sedan 5...	1300	.....	.....	.....

<b>APPERSON—V-8 cyl.</b>				
Tour 5...	1250	600	375	200
Road 2...	.....	500	.....	.....
Sedan 5...	1700	800	.....	300
Sedan 7...	1750	800	500	.....

<b>AUBURN—6-cyl. Models 39-51-43.</b>				
Tour 5...	300	200	100	.....
Spt Tr 5...	325	200	125	.....
Coupe 4...	425	.....	175	.....
Coach 5...	450	.....	.....	.....
Sedan 5...	700	400	300	200
Brom 5...	.....	.....	.....	.....

<b>AUBURN—6-cyl. Model 66.</b>				
Tour 5...	400	225	.....	.....
Sport 4...	425	250	.....	.....
Brom 5...	550	400	.....	.....
Sedan 5...	.....	.....	.....	.....

<b>BUICK—4-cyl.</b>				
Tour 5...	275	200	100	.....
Road 2...	.....	.....	75	.....
Coupe 3...	300	225	125	.....
Sedan 5...	350	275	150	.....

<b>BUICK—6-cyl. Standard Six.</b>				
Tour 5...	575	.....	.....	.....
Road 2...	525	.....	.....	.....
Coupe 4...	650	.....	.....	.....
Coach 5...	600	.....	.....	.....
Sedan 5...	775	.....	.....	.....

<b>BUICK—6-cyl. Master Six.</b>				
Tour 5...	650	400	300	175
Spt Tr 5...	.....	.....	.....	.....
Tour 7...	.....	.....	.....	.....
Road 2...	600	.....	.....	.....
Cpe 4, M48	.....	.....	.....	.....
Coach 5...	.....	.....	.....	.....
Brom 5...	1250	.....	.....	.....
Sedan 5...	800	475	325	275

<b>CADILLAC—</b>				
Tour 5...	1500	950	600	450
Tour 7...	1500	900	625	400
Coupe 5...	2000	1300	1000	550
Coach 5...	1650	.....	.....	.....
Sedan 5...	1700	1150	850	500
Sedan 7...	1750	1200	950	550

<b>CHANDLER—</b>				
Tour 5...	800	475	300	175
Road 2...	850	500	300	.....
Coupe 4...	800	.....	.....	.....
Sedan 5...	1000	650	.....	.....

<b>CHEVROLET—Model 490.</b>				
Tour 5...	.....	.....	50	.....
Road 2...	.....	.....	25	.....
Coupe 4...	.....	.....	75	.....
Sedan 5...	.....	.....	100	.....

<b>CHEVROLET—F. B.</b>				
Tour 5...	.....	.....	.....	.....
Road 2...	.....	.....	35	.....
Coupe 4...	.....	.....	75	.....
Sedan 5...	.....	.....	75	.....

<b>CHEVROLET—Superior and K.</b>				
Tour 5...	275	150	100	.....
Coupe 4...	300	200	125	.....
Coach 5...	300	.....	.....	.....
S'd'nette 5	.....	.....	.....	.....
Sedan 5...	375	300	200	.....

<b>CHRYSLER—</b>				
Tour 5...	700	550	.....	.....
Phaeton 5	725	600	.....	.....
Road 4...	850	650	.....	.....
Sedan 5...	850	675	.....	.....
Brom 5...	950	775	.....	.....
Roy Cpe 4	900	700	.....	.....

<b>CLEVELAND—Models 40-41-42-43.</b>				
Tour 5...	400	250	.....	.....
Road 2...	.....	.....	.....	.....
Coupe 4...	.....	.....	.....	.....
4-D Sed 5	900	.....	.....	.....
Coach 5...	650	400	.....	.....
Brom 5...	800	.....	.....	.....

<b>COLE—</b>				
Tour 7...	950	500	350	200
Coupe 4...	.....	700	500	300
Brom 5...	700	500	300	.....
Sedan 7...	650	500	.....	.....

<b>COLUMBIA—Light Six.</b>				
Tour 5...	200	125	50	.....
Road 2...	175	100	50	.....
Coupe 4...	275	200	.....	.....
Sedan 5...	300	200	100	.....

<b>DODGE—</b>				
Tour 5...	475	425	300	275
Road 2...	425	375	275	250
Coupe 3...	550	500	375	300
Sedan 5...	575	500	400	350
Spec Tr 5	525	475	.....	.....
Coupe 4...	.....	.....	.....	.....
A-Sedan 5	650	600	425	400
Coach 5...	600	.....	.....	.....

<b>DORT—6-cyl.</b>				
Tour 5...	225	.....	.....	.....
Coupe 5...	.....	.....	.....	.....
Brom 5...	.....	.....	.....	.....
Sedan 5...	300	250	.....	.....

<b>DURANT—4-cyl.</b>				
Tour 5...	400	300	175	.....
Spt Tr 5...	450	300	175	.....
Spt Rd 2...	425	.....	.....	.....
Coupe 4...	500	375	200	.....
Sedan 5...	575	425	225	.....
Coach 5...	500	400	.....	.....

<b>ESSEX—4-cyl.</b>				
Tour 5...	450	275	250	175
Coach 5...	450	300	250	200

<b>ESSEX—6-cyl.</b>				
Tour 5...	250	.....	.....	.....
Coach 5...	400	300	.....	.....

<b>FLINT—Model 40.</b>				
Tour 5...	575	450	.....	.....
Brom 5...	.....	.....	.....	.....
Sedan 5...	.....	.....	.....	.....

<b>FLINT—Model 55.</b>				
Tour 5...	750	650	.....	.....
Spt Tour	950	625	.....	.....
Coupe 4...	1000	.....	.....	.....
Brom 5...	1200	.....	.....	.....
Sedan 5...	1050	780	.....	.....

<b>FORD—</b>				
Tour 5...	175	125	75	50
Road 2...	150	100	50	25
Coupe 5...	275	225	150	100
Tudor 5...	300	250	160	125
Fordor 5...	375	300	175	150

<b>FRANKLIN—Models 9-10.</b>				
Tr 5, M10	1050	580	260	225
Coupe 4...	1300	.....	.....	.....
4-D Sed 5	1450	980	480	450

<b>GARDNER—4-cyl.</b>				
Tour 5...	400	300	200	100
Road 2...	.....	.....	.....	.....
Coupe 4...	475	350	.....	.....
Brom 5...	.....	.....	.....	.....
Sedan 5...	500	400	.....	.....

<b>GRAY—Model N.</b>				
Tour 5...	300	150	.....	.....
Road 2...	.....	.....	.....	.....
Coupe 3...	400	200	.....	.....
Coach 5...	.....	.....	.....	.....
Sedan 5...	400	200	.....	.....

<b>HUDSON—</b>				
Tour 7...	.....	320	200	.....
Tour 4...	.....	.....	.....	.....
Coupe 4...	.....	.....	.....	.....
Sedan 5...	800	550	380	.....
Coach 5...	600	425	300	250
Sedan 7...	900	.....	.....	.....

<b>HUPMOBILE—4-cyl.</b>				
Tour 5...	600	400	300	200
Coupe 4...	700	600	350	250
Sedan 5...	650	400	325	.....
Clb Sdn 5	700	625	.....	.....

<b>JEWETT—</b>				
Tour 5...	600	400	275	150
Coupe 4...	.....	300	.....	.....
Sp Cpe 4...	.....	.....	.....	.....
Sedan 5...	800	675	400	225
Brom 5...	.....	.....	.....	.....

<b>JORDAN—6-cyl.</b>				
Sil Tour 5	600	.....	.....	.....
BlueBoy 4	1200	800	500	.....
PlayBoy 2	1150	700	475	300
Sedan 5...	.....	.....	.....	.....
Brm 4-D5	1400	950	.....	.....

<b>LINCOLN—</b>				
Tour 7...	2000	1300	1000	500
Phaeton 5	2000	1350	.....	.....
Coupe 4-5	2350	1750	.....	.....
Sedan 5...	2400	.....	.....	.....
Sedan 7...	2600	.....	.....	.....
Town 5...	.....	.....	.....	.....
Berlin 5...	.....	.....	.....	.....
Limo NN.	2900	.....	.....	.....

<b>LOCOMOBILE—</b>				
Tour 5...	3600	2000	1500	.....
Sportet 4...	.....	.....	.....	.....
Cabolets 5-7	.....	.....	.....	.....
Sedan 5...	2400	.....	.....	.....
Sedan 7...	.....	.....	.....	.....
Limo 7...	.....	.....	.....	.....
Brom 7-4	.....	.....	.....	.....

<b>MARMON—</b>				
Tour 5...	1550	1050	800	.....
Road 4...	.....	.....	.....	.....
Coupe 4...	.....	.....	.....	.....
Sedan 5...	1800	.....	.....	.....

<b>MAXWELL—</b>				
Tour 5...	400	300	200	100
Clb Cpe 2	450	325	225	.....
Coupe 4...	.....	.....	.....	.....
Sedan 5...	575	400	250	.....
Club Sed 5	550	400	.....	.....

<b>MERCER—6-cyl.</b>				
Sport 4...	800	.....	.....	.....
Coupe 4...	.....	.....	.....	.....
Sedan 7...	.....	.....	.....	.....
Raceab't 2	.....	.....	.....	.....

<b>MOON—</b>				
M A Tour.	600	325	.....	.....
2-D Sedan	800	500	.....	.....
Road 4...	650	350	.....	.....
Spt Tour.	650	350	.....	.....
Met Tour.	700	425	125	.....
Sedan 5...	950	600	250	.....
Newport T	725	400	200	125
Sedan 5...	875	575	350	.....
Lond'n Sed	1000	700	.....	.....
Tour 4...	800	500	300	.....

<b>NASH—4-cyl.</b>				
Tour 5...	300	200	125	.....
Coupe 4...	.....	.....	.....	.....
Sedan 5...	400	250	.....	.....



# Should Tire Dealers Sell Only One Make?

## Exclusive Merchant Has Many Sales Advantages

Many tire dealers prefer to carry several brands because they believe it puts them on a more secure business basis and enables them to meet a wider demand. If they should lose the franchise of one make, or if the factory should suspend operations, they have the others to fall back on. Also, it is natural to suppose that a larger business will be done by the dealer who can offer purchasers the choice of a number of lines.

On the other hand, there are many reasons why it is advisable to handle only one make. With sliding scales of discounts, graded according to volume, the shop that sells the product of only one factory has an advantage from a profit standpoint. Suppose, for instance, that a dealer carrying three lines sells \$110,000 worth of tires. It is quite possible he will make less money than a dealer doing a gross of only \$90,000, but who receives a larger volume discount because all his purchases were made from one source.

Then, too, there is the benefit of aligning one's self with a single tire and growing with it. One dealer who started several years ago to handle a well-known make exclusively has profited by its growth in popularity and prestige. Each year more people came to him for these tires and new customers, knowing that he had represented the line for a considerable period, felt that his continuance must be justified by the satisfaction buyers received from the tires.

It is the same story where dealers have confined themselves to one of the other makes. Each has its particular following and these are attracted because this man is a specialist in the line. As time goes on the dealer becomes associated with the make in the public mind and new business constantly accrues with the growth of reputation of his product.

From a selling standpoint, the dealer who specializes does not have his sales arguments vitiated by having to apply them to more than one tire. If he maintains that such and such a one is the best for the money, he will not be believed when he says some other one is also. On the other hand, when he can say that he chose the best brand on the market to sell, his words are much more convincing if he has confined himself to that one alone.

### BETTER ARRANGEMENT OF AIR AND WATER LINES AT GAS PUMPS ADVOCATED

"Why set the free service features of the oil filling station apart from the gasoline and oil service?" says Frank Enz, general manager of the Evansville Oil & Grease Company, which operates four stations in Evansville, Ind., and eight more in leading towns of the tri-state territory comprising southern Indiana, Illinois and western Kentucky.

Mr. Enz announced his intention of getting away from the established order of things with the erection of the next new oil filling station. The idea, which Mr. Enz has in mind is to locate the gasoline pumps, oil, water and air supply on the central "island." The motorist can have each service supplied right on the same spot without having to move his car.

"Many motorists require the air and water service as well as gasoline and oil supply at the same time. The idea should be a big saving in time, and should bring home the fact that the station management is interested in every service which promotes better motoring conditions."

Mr. Enz believes that construction of these features according to this arrangement is feasible.

### Baby Flivver Is Ad for Ford Dealer

The Williamson Motor Company, Ford dealer, Rockford, Ill., has a unique advertising novelty in the form of a baby flivver.

It was built by Arthur Bergstrom of the Post Office Garage, and is constructed around a regulation Ford engine, the car frame being cut down to small dimensions, with the driver's seat a bare eighteen inches off the ground.

It is equipped with airplane balloon tires and a Cadillac horn, new model stop and tail lights, burnished steel radiator shell, hub caps and nickel fittings.

When driven about town by Ernie Kleine, diminutive sales manager of the Williamson company, it attracts considerable attention.

### Better Tools Get The Business

"A Service Which Follows Up the Sale"—is a slogan applied effectively by the A. L. Maxwell Company, Evansville, Ind., one of the largest Lincoln and Ford dealers in southern Indiana. The Maxwell officers have shown their ability to offer any line of car service known to the best garage through supplementing their trained personnel of repair service men by the addition of the last word in mechanical equipment in the interest of better workmanship and labor economy.

Both E. S. Snow, president and Harry A. Lang, secretary-treasurer and sales manager, are enthusiasts on the subject of service advantage for the car owner. They are always on the lookout for methods and equipment that will build up increased owner satisfaction. This policy is attributed by them as being one of the leading factors on which the Maxwell company business has been built up.

The service station has been equipped with such tools as an electrically driven automatic re-boring machine, an automatic cylinder hone, bearing boring and re-babbiting machine, piston and connecting rod aligner and an electric valve grinder.

The installation of these units has resulted in tremendously boosting territorial demand for Maxwell service, according to Mr. Lang, and the ability to offer such a high-class of service has brought increased attention to the Lincoln and Ford lines.

### REBUILDS USED CARS WITH REPAIR JOB PARTS

"An idea that we have found very profitable," says Ernest Burwell, Ford dealer, Spartanburg, S. C., is that every part damaged or worn for any reason from our repair department is taken to the used car department. Nothing whatever is thrown away. A fender bent by the owner of a new Ford and replaced with a new one makes an excellent fender to put on a used car that probably had no fender at all, and in a case where a piston slaps badly a used piston .0033 oversize, even though worn and discarded, often takes the slap out of a standard bore that is badly worn.

"Under this method, we are often surprised at the low cost of putting a used car that is a regular wreck in fairly good running condition."

### Driving Stunt Helps Car Sales

Three cars sold within twenty-four hours and numerous prospects listed, is the record for a stunt staged by the Thompson Motor Company, Durant-Star dealers, Spartanburg, S. C., when Jimmie Price drove a Star touring car for 100 consecutive hours, part of the time on three wheels, with his hands handcuffed to the steering wheel.

The endurance test was staged jointly by the Thompson Motor Company, the Blue Ridge Furniture Company and several accessory dealers and service stations. When Price was taken out of the car at the end of the endurance run of 100 hours, thousands of citizens jammed Magnolia Street to glimpse him as he slept in one of the show windows of the Blue Ridge Furniture Company.

C. J. Thompson of the Thompson Motor Company, when asked concerning the stunt, said:

"Results were better than we had anticipated. At the end of the endurance drive a man offered to buy the car as it stood, but wanting it for advertising purposes, we decided to hold it for a time. We have sold three new cars as a result of the 100-hour drive, and have listed numerous prospects. We have pulled many stunts, but this has gone over better than anything else."

### Do You Know—

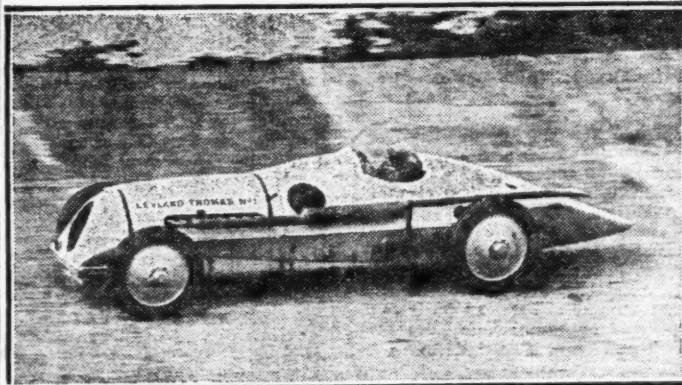
That the proportion of closed cars to total production has grown from 1.5 per cent. in 1915 to some 43 per cent. last year?

That the average retail price of passenger cars in 1924 was approximately \$814?

That the average retail price of trucks in 1924 was, in round numbers, \$1,026?

That 70 per cent. of trucks produced are of one-ton capacity?

### The Latest Type English Racing Car



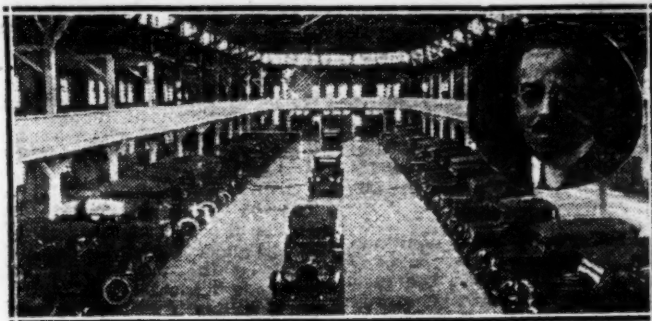
HERE IS A LEYLAND-THOMAS racing car in action on the Brooklands track in England. The driver, J. G. Parry-Thomas, recently piloted it to victory in a race in which the speed reached 123 miles an hour.

### GARAGE MAN'S IDEA BRINGS IN BUSINESS

Percy J. Dole, a garage proprietor in Andover, Mass., took advantage of a raise in rates by the local telephone company to publish advertisements to the effect that out-of-town customers could phone in their orders for service and supplies and reverse the charges.

These ads were run alongside of reading matter in the papers and attracted much attention as the phone rate raise is a burning question in Massachusetts just now. Other business men in town followed the lead of the garage man, and in a few days laundries and groceries were publishing the same sort of ads. The garage man to initiate the idea was Percy J. Dole.

GLIMPSE OF THE DUTCHESS COUNTY USED CAR EXCHANGE, Poughkeepsie, N. Y., which is housed in the Hudson River Driving Park. Insert, E. J. Kehoe, manager.



### Used Car Mart Proves Success in Poughkeepsie

In the great hall of the old Hudson River Driving Park, the Dutchess County Used Car Exchange, Inc., operated by eleven new car dealers of Poughkeepsie, N. Y., is establishing one of the great used car marts in the Hudson Valley.

Opening on April 15 with 325 used cars on hand, the Dutchess county exchange, operating under the Noyes-New London plan, has sold 300 cars. Incorporating with a capitalization of \$75,000, eleven new car dealers bought stock on a basis of 5 per cent. of their total used car business during the previous year. Ten per cent. in cash was put up and the balance in used cars. The exchange has been a success from the start under the management of E. J. Kehoe.

The exchange is operated without net profit and any loss will be apportioned among the members pro rata, according to the amount of car certificates cashed by the dealers. Since April one

dealer has already cashed \$19,000 worth of certificates at the exchange. Under the present rules any dealer operating independently in the used car business while a member is liable to a fine of \$500.

When a car is sent to the exchange it is appraised by an expert checker, given a road test, painted, if necessary, and needed repairs attended to. Every car sold at more than \$150 has a guarantee that the purchaser may return it in 24 hours if unsatisfied and get his money back, the purchaser being the sole judge of any misrepresentations. Policy service is continued on cars sold for three weeks.

The officers of the Dutchess County Used Car Exchange are: Charles A. Hartshorn, Poughkeepsie Buick Company, president; M. S. Graham, Chrysler and Packard, vice-president; A. F. Allen, Allen Motor Car Corporation, secretary-treasurer; directors, John B. Marian, Dodge Brothers; Ward S. Lent, Hudson-Essex; H. T. Clinton, Chevrolet, Marmon, Peerless; Valentine J. Frank, Rickenbacker, Pierce-Arrow; Archibald N. Gerish, Nash, Franklin; Barton Miller, Oakland; Howard Walker, Hupmobile; Robert Wright, Jordan, Moon, Oldsmobile.

### Trade-Mark Aids Accessory Sales

When E. C. Hoover launched the Checker Motor Supply Company in the accessory field in Cedar Rapids, Ia., he adopted a distinctive trademark and proceeded to impress it on the consciousness of possible customers in the locality by an extensive advertising campaign. During the first year he appropriated 6 per cent. of his sales to advertising and made the firm name and symbol familiar to people throughout his trading area.

The firm title was chosen for the publicity value which it undeniably has. Hoover was looking for something that was so conspicuous that it would indelibly impress itself upon the prospect, and that could fit well into every piece of advertising which he would use. A checker design was finally selected as fulfilling all of his requirements. It reproduces well in black and white. It is an easily identified mark. It does not have the quality of being too conspicuous, though it is sufficiently arresting to call the firm immediately to mind.

The black and white checker design has been worked into the side drapes of the windows. The same design is carried out in the backgrounds of the display cases and on the sides of the service car used by the firm. The newspaper display advertising bears the checker design as its border, and all of the direct mail advertising is similarly marked. Wherever any Checker Motor Supply advertising is found, the identifying mark is plainly in evidence.

### OIL CO. GIVES UNIFORMS FOR PUBLICITY PURPOSES

The Scott Oil Company, Concord, N. H., for advertising purposes, bought uniforms for a group of boys who started up a baseball nine in the so-called South End League. The name was lettered across the front of the shirts.

The Scott Oil Company team won the championship of the league and looks good to win the championship of all teams in the city. Recently the team was the guest of James J. Quinn, owner of the Boston Red Sox.

The Scott Oil Company has found the arrangement has given better advertising for the company than was at first expected and does not regret the money expended.



## Personal Paragraphs

Newark, N. J., Sept. 1.—George Lackey, sales manager of the Foley-Chevrolet Motor Company of this city, is fishing and golfing at Milford, Pa., on his vacation.

Chicago, Sept. 1.—Henry Paulman, formerly president of H. Paulman & Co., whose interests were purchased recently by the Pierce-Arrow Motor Company, returned last week from Europe. He visited points of interest in France, Italy, Germany, Switzerland, Holland and England. He is now interested in a Florida land syndicate.

Newark, N. J., Sept. 1.—Phillip Hagin, in charge of the used-car department of the Newark branch of the Hudson Motor Car Company of New York, is going to leave next Monday for a vacation of several weeks in the West.

New Castle, Pa., Sept. 1.—Matthew Gunton of the Gunton Motors Company, handling the Nash in this city, has been spending the summer at his cottage on Lake Erie, near Fairview. Mr. Gunton is head of the city planning commission of New Castle. Recently he had the commission, along with some other New Castle officials, at his cottage for a week-end visit.

Chicago, Sept. 1.—Harry T. Hollingshead, Chicago Nash, Ajax and Stearns distributor, and family are vacationing at Mackinac Island.

Chicago, Sept. 1.—Clarence E. Eldridge, manager of the Chicago Reo branch, has just returned from a short vacation on the Atlantic Coast. Mr. Eldridge recently opened a retail truck store adjoining the sales quarters of the passenger car at 2416 Michigan Ave.

## Dealer Doings

Manitowoc, Wis., Sept. 1 (By U. T. P. S.).—Twenty-eight automotive companies and sales agencies here are sponsoring a monster automobile show in connection with the Manitowoc County fair on this week.

Waukegan, Ill., Sept. 1 (By U. T. P. S.).—Every automotive dealer in Lake County has arranged for an exhibit in the motor show, at the Lake County Fair at Libertyville, which begins September 4 and continues through September 7.

Grand Rapids, Mich., Sept. 1 (By U. T. P. S.).—John J. Waterson, whose connection with the automotive trade in Grand Rapids practically antedates that of any other salesman here, has joined the Jordan sales force.

Atlanta, Ga., Sept. 1 (By U. T. P. S.).—The Ozburn-Abston Company, one of the largest jobbers of accessories and parts in the Southeast, announces the resignation of W. L. Gumm as sales manager for the company, and the appointment of John A. Alexander of Atlanta as his successor. Mr. Gumm has joined the Miami Tire Company at Miami, Fla., in an official capacity.

Worcester, Mass., Sept. 1.—William T. McOwen, Reo Worcester Company, is celebrating his tenth anniversary this week as a Reo distributor. Before establishing the local branch Mr. McOwen was with the Linscott Motor Company, Boston, for five years.

Chicago, Sept. 1.—Two new Stutz dealer franchises have been closed locally by the Chicago branch of the Stutz Motor Car Company. Manager F. D. Cerf has signed up Schuenemann Motors and the Oak Park Sales & Service, Inc.

Webster, Mass., Sept. 1.—Arthur L. Ryan, well-known automobile distributor, East Main Street, Webster, was a member of the special committee of Webster Lodge, Elks, in charge of the annual social of the Elks at Point Breeze, Webster Lake, last night.

Kenosha, Wis., Sept. 1.—Ray Stretch, president of the Stretch Motor Company, has returned from a month's motor trip through Canada and the East.

Chicago, Sept. 1.—George W. Andrews, formerly manager of the W. V. Faunce Company, recently retired by the purchase of the Oldsmobile franchise by the factory, is visiting in Kansas City. He has not yet announced his future plans.

Chicago, Sept. 1.—J. R. Histed, vice-president and general manager of the Hudson Motor Company of Illinois, is visiting relatives in Minneapolis, where he was the former distributor for the Hudson-Essex.

Chicago, Sept. 1.—Herman J. Rosenberg, president of the Chicago Flint Company, has leased the northwest corner of Michigan Avenue and 25th Street as a used-car exchange.

Salem, Ore., Sept. 1.—W. L. Phillips, manager of the Valley Motor Company, local Ford dealers, left Thursday morning for Detroit, Mich., where he will visit the Ford factory. Mr. Phillips was accompanied by Mrs. Phillips and their 5-year-old son, Billie. The trip east will be made by way of the Union Pacific and return by the Great Northern.

## New Incorporations

Chicago, Sept. 1.—Staver Auto Service Company, with capital of \$10,000, to manufacture and deal in self-propelled vehicles or instruments, by Claire Moore, F. B. Overmyer and Wendell H. New.

Cairo, Ill., Sept. 1.—Burlingame Motor Company, with capital of \$40,000, to deal in automobiles, motor cars, machinery, by R. B. Clark, Joe Stubbs, Jr., and Lamar Burlingame.

Springfield, Ill., Sept. 1.—The Square Deal Harris Motor Sales Company of Chicago, with capital of \$50,000, by C. E. Connelly and G. A. Burke.

Dalzell, Ill., Sept. 1.—The Dalzell-Peru Motor Bus Company, with capital of \$10,000, to operate a motor bus line between Peru and Dalzell in La Salle county, by Albert Tonelli and Primo Michelli.

Austin, Tex., Sept. 1.—Williams Motor Company, Schertz, Tex., with capital of \$10,000, by E. P. Williams, H. C. Mills and Essy C. Williams.

Springfield, Ill., Sept. 1.—The Statler Garage Company, Chicago, with capital of \$100,000, by G. E. Litka, E. H. Sherry and D. W. Elliot.

## Fire Losses

Waukegan, Ill., Sept. 1 (U.T.P.S.).—The Mike DeThomas garage was damaged by fire with estimated loss of \$1,000.

Richmond, Va., Sept. 1 (U.T.P.S.).—The Traffic Motor Company's plant, Danville, Va., was damaged by fire with estimated damage of \$5,000.

## Out on the Coast

By John C. Wetmore

Los Angeles, Sept. 1.—Having for a week probably overfed Automotive Daily News readers with wonders of California as a present and fast growing motor car market, the prosperity of its auto merchants and their ways of conducting their business, I may perhaps be permitted, under my editorial free lance commission, to treat myself to a trip back East through a little old man's reminiscing about folks back home.

I see that Col. Clifton has been entertaining members of the N. A. C. C. executive committee at Buffalo, just as Sam Miles used to at his Christmas Cove home on the rock-bound coast of Maine, where the Chicago and New York show manager is now convalescing from his recent serious and almost fatal operation.

Some fifteen years and perhaps more ago, Sam started the creation of this home on the Maine shore rocks, so barren that soil had to be hauled up a long, steep hill for his lawn and garden. There was a lot of sentiment connected with his choice of this spot—principally that its nearest post office bore the name of Bristol, his English home town. Incidentally he is chief owner of the Bristol Steamship Co., which operates among the nearby Maine coast islands, mainly because his first job over in England was with a company bearing that name.

For years following his annual trip and tour abroad, primarily to be present at the cross country running of his fellow members of the Bidford Athletic Club, whose president he still is, for the Miles cup, on his return to America in the late spring, it was his wont to go to Christmas Cove for the summer and fall.

Just as at Chicago in bicycle days he used to give an annual picnic at his farm to his fellow cycle club members, Sam continued this custom with an annual house party at his new home with his motor car associates and friends as guests. Chief among them were the N. A. C. C. executive committee, to whom were added a few old friends, like dear old "Batch," "Billy" Sweet and Tom Wetzel.

"Ancient and honorables" such as Col. Clifton, "Uncle Tom" Henderson and the late Col. George Pope were given rooms in the house, we youngsters being assigned to one floor apartments in the tall "water tower," a Maine coast landmark. The guests were forthwith divided into two teams or "nines" and given blue or gray caps to wear to designate their membership. Competition began at once in various games and sports,—outdoor and indoor,—baseball, trap shooting, bridge, fifteen ball pool, swimming in a glass enclosed tank, and fishing for "runners" from the wave crests on the shore rocks. At the end of the four-day party prizes were awarded on the basis of the aggregate of "points" scored.

Generally the principal meal of the day was served away from the house—a fish dinner at a shore house, a clambake on the lawn and a "cunner" broil on the rocks as fast as worth-while catches were made. On the last night of the party, however, there was a "Christmas" dinner at the house, where Col. Clifton was the inimitable orator, master of ceremonies and distributor of the prizes and gifts, to which the donees, of course, were expected to reply in a speech.

Even as a host and a fun maker, you see, Sam also proved himself a master manager. "Them was happy days" indeed for those of us lucky enough to be included among his guests, which from time to time embraced many of the big men of the industry.

## CLASSIFIED ADVERTISING

YOUR classified advertisement in the Automotive Daily News is read daily by practically every executive and buyer connected with passenger car, truck, tire, tractor, bus, taxicab, accessory and parts manufacturing concerns. Your ad. will also be read by men in allied industries, throughout the world, and by distributors, jobbers and dealers all over the country.

The Automotive Daily News GETS THERE FIRST.

For Quick Results Use These Classified Columns.

Classified Rates:

One time, 30c per insertion

Five consecutive times, 25c

Ten on more consecutive times, 25c

per insertion

per insertion

per line

Check or Money Order must accompany classified advertisements.

Count five words to a line. Minimum classified advertisement accepted, two lines.

No charge for Box Number Service, if desired.

CLASSIFIED ADVERTISING DEPARTMENT

AUTOMOTIVE DAILY NEWS

1926 BROADWAY

NEW YORK CITY

### BUSINESS PERSONALS

IF YOU WANT a partner, additional capital, to buy or sell used equipment, advertise your wants here with the assurance that your advertisement will be seen in the shortest possible time by the men you want to reach.

### EQUIPMENT

RADIATOR COVERS will soon be needed by every car owner. Write us for our money making proposition. Address Box No. 19, Automotive Daily News.

ALL KINDS OF ACCESSORIES—Just the assortment the dealer will find profitable to handle. We always have room for good dealers. Address Box No. 20, Automotive Daily News.

ANTI-FREEZING SOLUTION—Every car owner is a prospect, and there is large profit in our attractive proposition. Dealers and distributors write or wire. Address Box No. 18, Automotive Daily News.

WRITE for new catalog of padlocks for the automobile trade. It illustrates and describes our complete line of padlocks specially suited for tire carriers, tool boxes, garage doors, etc. Also explains display assortments that have done so much to increase sales for accessory and parts dealers. Address Box No. 15, Automotive Daily News.

### GARAGES

TO FIND the right garage in the right location—or to sell or lease part of your own—advertising your wants here. There is no other publication of any kind which reaches as many trade members directly interested in garages in as short a space of time and as economically as does the Automotive Daily News.

### REAL ESTATE

FOR SALE—Fully equipped plant for manufacture of auto trucks; including buildings, real estate, all necessary machinery and a large quantity of parts; must be sold by September 1, 1925. Address Box No. 27, Automotive Daily News.

### SITUATIONS WANTED

THE AUTOMOTIVE DAILY NEWS reaches the important executives every day. It is the best medium for you to use when you desire to make a change or find a new connection without loss of time to yourself.

EXPERIENCED accessory and equipment salesman wants position with reliable tire, accessory or shop equipment manufacturer; employed, but will change. Address Box No. 28, Automotive Daily News.

### MISCELLANEOUS FOR SALE

ELECTRICAL equipment for immediate delivery, mill line motors, 220-volt, 440-volt, 2200-volt. Calender motors, D. C. variable speed; motor generator sets; tube machine motors; most complete stock anywhere; use our experience. Address Box No. 25, Automotive Daily News.

### BUSINESS OPPORTUNITIES

FOR SALE—Completely equipped vulcanizing, repairing and tire shop; good location. Other interests; will sacrifice. Address Box No. 21, Automotive Daily News.

### PARTS

WE HAVE the largest stock of new and used car parts in the world. All inquiries answered promptly. Dealers and jobbers write for proposition. Address Box No. 17, Automotive Daily News.

EVERY FORD OWNER is a prospect for our proven line quality products for Ford automobiles, trucks and tractors. Transmission lining, brake lining, timers, shock absorbers, etc. Sold by all reliable jobbers. Write for catalog. Address Box No. 14, Automotive Daily News.

THE SEASON'S biggest seller—a safety light that is indispensable to all classes of car owners. Legal in every state. Should be the star of your accessory department. Write us now and come in on the peak of the sales season. Address Box No. 13, Automotive Daily News.

WE HAVE a splendid proposition for dealers and salesmen selling to garages, tire and accessory shops. Our complete line of repair accessories is well known nationally, and we have a proposition which will enable good merchants and salesmen to make real profits consistently. Address Box No. 10, Automotive Daily News.

WE HAVE an exclusive jobbers proposition for the only complete standard line of water circulating pumps. A style to fit every purse. Every boiling Ford a prospect. Jobbers write for catalog and proposition. Address Box No. 8, Automotive Daily News.

### HELP WANTED

SALESMEN WANTED to sell a nationally famous horn. These are the best horns for the money on the market. In use on many standard make cars. Address Box No. 16, Automotive Daily News.

THE NEW balloon tire valve with lock nut; no stock complete without this valve inside; dealers' and jobbers' samples on request; a good side line. Address Box No. 24, Automotive Daily News.

SALESMAN WANTED—We can show salesmen or factory representatives calling on battery service stations and garages how to make big money selling simplified battery charges; liberal commissions; product widely used and advertised. Address Box No. 23, Automotive Daily News.

### MATERIALS

YOUR CLASSIFIED advertisement here will reach daily the industry's largest purchasers of raw materials—cotton, crude rubber, chemicals, glass, hair, all kinds of metals, upholstery, and factory equipment and supplies.

## Improvements

Little Rock, Ark., Sept. 1 (By U. T. P. S.).—The Cook Automobile Co., owned by R. A. Cook, will erect a modern automobile building, construction to begin at once. The company, which handles Willys-Knight and Overland cars, is planning to inaugurate a real departmental service, including paint shop, top and upholstering department, batteries and tires.

Duluth, Minn., Sept. 1.—The Zenith Motor Co., Inc., has moved into its new quarters. The building which has just been completed is a three-story structure, concrete and steel with a glass and terra cotta front. It will house show rooms for Hudson and Essex cars on the first floor, which also contains a used car department.

Providence, R. I., Sept. 1.—The Walte Auto Supply Co. is having plans drawn for a three-story brick building, of fireproof construction. The Auto Supply Company of Providence will occupy the entire building when completed.

## Retirements

Devon, Conn., Sept. 1.—Victor F. Swaller has filed a petition in bankruptcy, placing his liabilities at \$1,434, with no assets.

Augusta, Me., Sept. 1.—Norris M. Clough, automobile dealer, has filed a petition in bankruptcy with liabilities of \$8,448 and assets of \$50.

Augusta, Me., Sept. 1.—Weserunett Garage Company of Augusta has filed a petition in bankruptcy with liabilities of \$10,651 and assets of \$3,100.

Hartford, Conn., Sept. 1.—Fred M. Hadley, proprietor of an automobile establishment, has filed a petition in bankruptcy with liabilities of \$2,365.14 and assets of \$2,565.25.

Brockton, Mass., Sept. 1.—The Central Storage Battery Company has filed a petition in bankruptcy with liabilities of \$2,509 and no assets.

Boston, Sept. 1.—The Twin Motor Sales Corporation, automobile dealers, have filed a petition in bankruptcy, with liabilities of \$24,189 and assets of \$6,107.